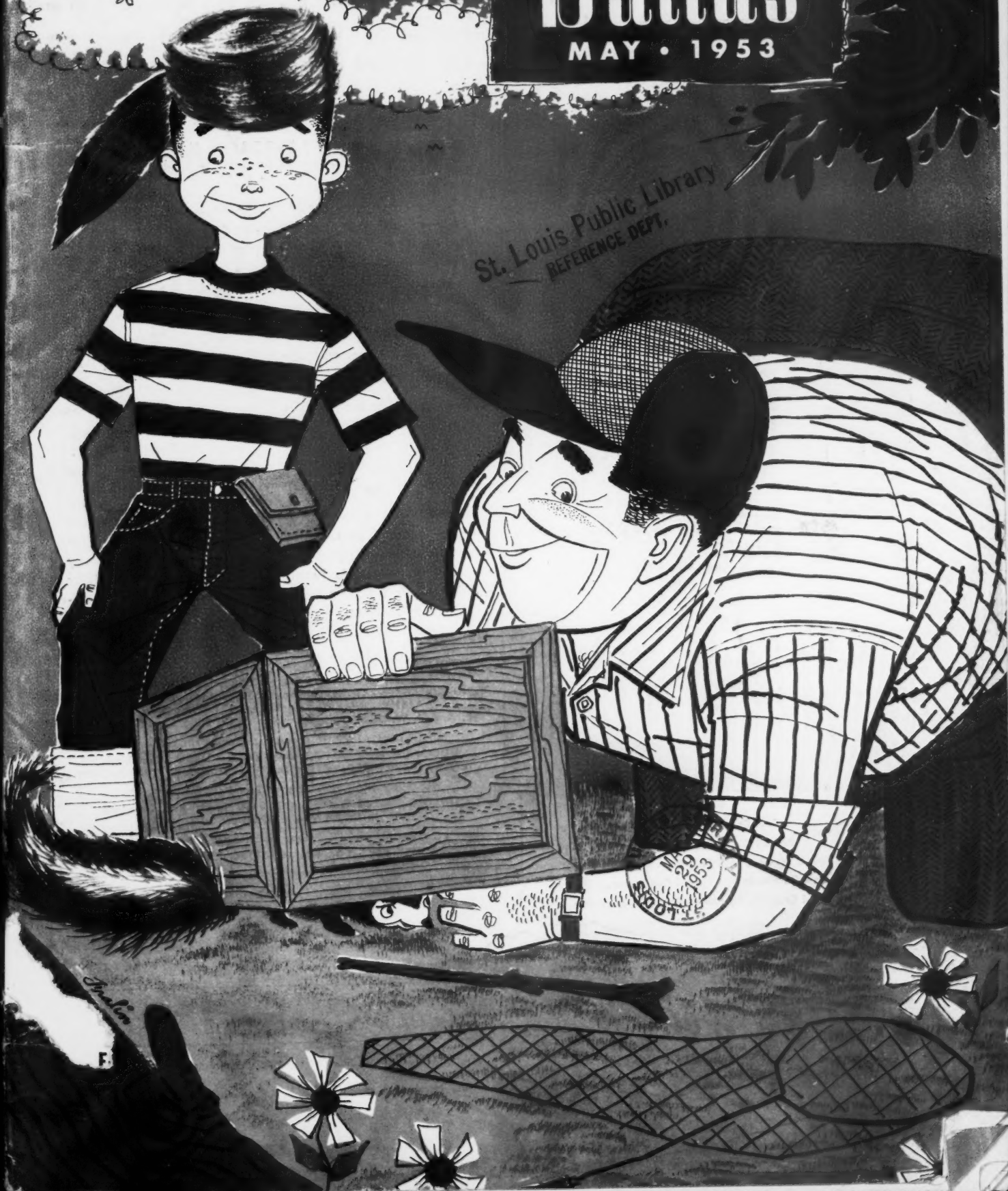


# Dallas

MAY • 1953

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**1869** Padgitt Bros.  
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Leather Goods—  
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Established

**1893** Sparkman-Brand,  
Inc. Morticians

Originally, Loudermilk,  
Broussard and Miller

**1872** Dallas Railway  
& Terminal Co.

Street Railway

**1893** Fleming &  
Sons, Inc.

Manufacturers—Paper  
and Paper Products

**1872** Huey & Philp  
Company

Wholesale

**1900** The Murray Co.  
of Texas, Inc.

Carver Cotton Gin Division 1807  
Boston Gear Works Division 1880  
Industrial Supply Division 1907

**1875** First National  
Bank in Dallas

Banking

**1900** John Deere  
Plow Company

Agricultural Implements

**1876** Trezevant &  
Cochran

Insurance General Agents

**1884** The Dorsey  
Company

Printers—Lithographers  
Stationers—Office Furniture

**1888** Sutton, Steele  
& Steele, Inc.

Engineers and Manufacturers  
Specific Gravity, Electrostatic  
and Controlaire Separators

**1889** J. W. Lindsley  
& Company

Real Estate and Insurance

**1892** The Egan  
Company

Printing, Lithographing, and  
Embossed Labels



THE ABOVE photograph of the Snagboat, Dallas, depicts improvement activity on the Trinity River about 1910. A number of locks and dams to provide navigation were built in that era and hand labor played an important part in the recurring job of clearing driftwood from the channel. The year 1914, which marked the beginning of World War I, also marked the beginning of one of Texas' leading casualty insurance organizations, which Homer Mitchell started in one room in the Praetorian Building. In the intervening years, the Texas Employers Insurance group has become one of the outstanding institutions of the Southwest. In 1950 this group completed and occupied a new \$3,750,000 office building, one of the insurance show places of the Southwest. A chain of lakes partially built and under construction north of Dallas provides future assurance of Trinity navigation, and institutions like the Texas Employers group assure Dallas' expanding future as one of the nation's leading insurance centers. Homer Mitchell is board chairman today, and a man who started with the firm as a bookkeeper in the early days, Austin F. Allen, is president.

**1902** Stiers  
Laundry

Quality Laundry & Cleaning Service

**1904** T. A. Manning  
& Sons

Insurance Managers  
Fire—Casualty

**1906** Hesse Envelope  
Company

Manufacturers of Envelopes  
and File Folders

**1910** Moser Co.  
Realtors

Industrial and Commercial  
Leases and Sales

**1911** W. W. Overton  
& Co.

Food Brokers

**1912** Stewart Office  
Supply Company

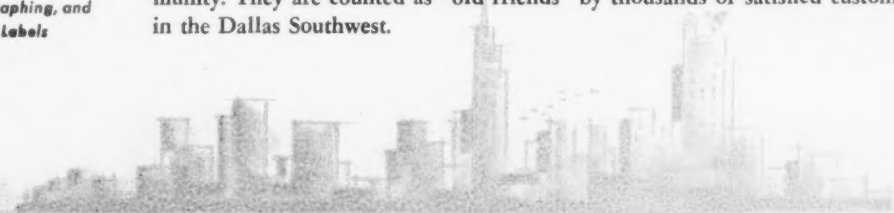
Stationers—Office Outfitters

**1914** Texas Employers  
Insurance Ass'n.

Workmen's Compensation  
Insurance

## Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.









HORACE AINSWORTH . . . . . Editor  
 THOMAS J. McHALE . . . Advertising Manager  
 DANA WARE . . . . . Editorial Assistant

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 dustrial Editors.

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# GROWING

## STATEMENT OF CONDITION

At the Close of Business April 20, 1953

### ASSETS

Cash on Hand and Due from Banks . . . . .	\$172,755,938.40
United States Government Obligations, Direct and Guaranteed . . . . .	98,404,778.92
State, County and Municipal Bonds . . . . .	13,699,548.17
Stock in Federal Reserve Bank . . . . .	900,000.00
Other Bonds . . . . .	65,100.00
Loans and Discounts . . . . .	211,342,668.02
Income Accrued . . . . .	1,269,730.37
Letters of Credit and Acceptances . . . . .	979,204.31
Banking House and Equipment . . . . .	5,824,561.35
Other Assets . . . . .	201,770.69
	<u>\$505,443,300.23</u>

### LIABILITIES

Capital Stock . . . . .	\$15,000,000.00	
Surplus Fund . . . . .	15,000,000.00	
Undivided Profits . . . . .	4,448,929.76	34,448,929.76
Reserved for Contingencies . . . . .		3,185,068.12
Reserved for Taxes, Etc. . . . .		2,930,312.91
Deferred Income . . . . .		431,379.09
Letters of Credit and Acceptances . . . . .		979,204.31
DEPOSITS:		
Individual . . . . .	\$316,040,148.16	
Banks . . . . .	141,733,649.31	
U. S. Government . . . . .	5,694,608.57	\$463,468,406.04
		<u>\$505,443,300.23</u>



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# NATIONAL BANK IN DALLAS

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# WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce  
in the Nation's Capital

## Drama of the Tidelands

THE crucial battle in the long and bitter conflict over the submerged lands issue came to a turbulent end early this month when the United States Senate passed the bill confirming ownership by the States of the lands beneath the seas within their historic boundaries. The House had already passed a somewhat similar bill, and in order to avoid sending the two measures to conference for an adjustment of differences, the House approved the Senate version on May 13 and dispatched it to the White House. By the time these observations appear in print, it is probable that the bill will have been signed into law by the President, thus drawing the curtain on at least one act of a tempestuous political drama which has agitated this Capital City to a degree it has seldom experienced in recent years.

The battle was not won until the Senate leadership of both parties had withstood the siege of a filibuster of such duration that it established a longevity record for one of its perpetrators; and the filibuster was a remarkable experience for at least two other reasons as well. To begin with, it was conceived and perpetuated by a group of so-called "liberal" Senators who have repeatedly professed an abhorrence of filibusters in recent years, although in this instance they characterized their prolixity as an "educational crusade". And furthermore their "education" consisted of the most sophistic misrepresentations of fact that have been heard on the floor of the Senate in many a political moon.

All the Senate bill accomplished, and all it was intended to accomplish, was to restore to the states the rights they had exercised in good faith and without question for more than a hundred years—until the Supreme Court in a four-to-three de-

cision asserted that the federal government had "paramount rights" in the submerged lands; but even the Court side-stepped the question of ownership and acknowledged the power of Congress to determine the issue by appropriate legislation. This the Congress set out to do, through legislation endorsed by the President of the United States, enunciated clearly in the political platform of the party which won the approval of the electorate, and supported in both Houses of Congress by the political leaders of both major parties. Yet this legislation, despite the integrity of its sponsorship, was characterized by the filibusters as a gigantic "give-away" manipulated with Machiavellian cunning by predatory "selfish interests."

In any event, the filibuster was resisted and eventually overcome, and the bill was passed; and the signature of the President, still forthcoming at this writing, will write finis to another important chapter of the tidelands story. That evaluation of these developments is used advisedly, for it is important to understand that the submerged lands controversy is still far from resolved. The legislation enacted this month represents only the denouement of what might be described as the second phase of the long protracted struggle, the first phase having consisted of the litigation which led to the Supreme Court's decision. Still to be experienced in the months and years ahead are at least three more acts of the drama, one legislative, another judicial and still another political.

The curtain is already being raised on the third act, a legislative determination of the rights of ownership and development of the resources of the continental shelf. The second phase now nearing an end was confined to the submerged lands within the historic boundaries of the states, but at this writing the House has passed a bill, and the Senate Judiciary

Committee is drafting another measure, dealing with the highly complex and unprecedented problem of the submerged lands extending beyond the historic boundaries to the edge of the continental shelf. So new is the problem, and so extensive are its ramifications in both domestic and international law, that no single piece of legislation can be expected to encompass it completely. We shall witness in the years to come the evolution of a new body of law on the subject of the shelf, with legislation determining issues of state and national sovereignty, the police power, taxation, development of resources, and so on; and Texas and other coastal states will have a continuing interest in what the future brings to pass.

Still beyond the horizon is the fourth act in this engrossing political drama, a judicial determination of the legality of the legislation being enacted. Already the legislature of Rhode Island has adopted a resolution directing its attorney general to challenge in the courts the right of Congress to confirm ownership by the states of the submerged lands within their boundaries; and the governor of West Virginia has publicly declared that his state will do the same. Furthermore, although the bill enacted this month asserted state ownership within historic boundaries, it did not specifically delineate such boundaries beyond three geographical miles, nor did it undertake to define the shorelines of the respective states from which such seaward boundaries should be measured. So the controversy sooner or later will again be waged in the courts.

The fifth and final act of this saga of the tidelands will be political, a bitter partisan struggle in the political campaigns of 1954 and 1956 and even thereafter. The stage was set by the filibuster, the longest debate in the Senate in fifteen years, yet the filibuster was but the premeditated prologue to the drama yet to come. That drama will transcend in scope and significance even the importance of the submerged lands issue itself, for implicit in the struggle will be that basic conflict in our modern political history, the conflict between the rights of the sovereign states and the aggrandizement of the federal power. The submerged lands issue is a symbol of that deep and surging struggle between the philosophy of democracy and the ideology of collectivism, and in the momentous years ahead it will exert a profound influence on our political destiny.



DALE MILLER



**RESULTS** of the Chamber's revaluation drive are checked by President Ben H. Wooten, right, and General Chairman DeWitt T. Ray. Volunteer workers have raised half of their \$100,000 goal.

*Special Honors* go to the following Chamber members for voluntarily increasing their share in the Chamber's financial responsibilities—even before they were asked:

PEARL BEER DISTRIBUTORS  
JULIUS SCHEPPS  
A. & P. TEA COMPANY  
FORREST & COTTON  
INTERNATIONAL BUSINESS  
MACHINES  
GENERAL MOTORS, CHEVROLET  
DIVISION  
JAX BEER DISTRIBUTORS  
TED CLARK DISTRIBUTORS  
SOUTHERN SELECT DISTRIBUTORS  
GREATER DALLAS MOTORS  
JOE LEAVELL, JR.

Division, reported a 100 per cent record on his calls. With 55 per cent of the calls made, Mr. Cartwright had not had a single turndown.

Lawrence Jones' manufacturers division not only completed a sizable percent-

## Chamber Finance Drive Reaches Half-way Mark

**D**URING this period of phenomenal growth and development of Dallas, the responsibilities, duties and activities of the Dallas Chamber of Commerce have increased more rapidly than the Chamber's budget.

To meet the Chamber's heavier responsibilities, the Chamber's directors last month drafted an army of volunteer workers to increase the Chamber's working capital so that it could adequately meet the increased competition of other cities. DeWitt T. Ray, president of the National City Bank and a director of the Chamber for the past three years was selected as general chairman. R. L. Thornton, Sr., made his first public address following his election as mayor to kick-off the drive. Dallas' most prominent civic and business leaders devoted hours of valuable time in soliciting money and directing volunteer workers. Dallas newspapers and radio stations supported the drive to the hilt.

Results of the drive were gratifying. With 51 per cent of the prospects contacted as DALLAS goes to press, the Chamber had reached 50 per cent of its \$100,000 goal. Volunteer workers were

still making calls, as they pledged to complete their task before making a final report.

William S. Henson and T. L. Jaggars, chairman and vice chairman of the Advertising, Office Supplies, Printing and Publishing Division, led the division in the number of calls completed. Their job was 71 per cent completed as DALLAS goes to press.

E. O. Cartwright, chairman of the Banks, Bankers, Investments and Loans

MAYOR R. L. THORNTON, SR.



age of its job, but also ranked high in number of substantial increases obtained.

Other team captains who reported making more than half of their calls include: Avery Mays, Harwood Smith, chairman and vice chairman, Building Trades; J. L. Latimer, Oil; B. F. McLain, chairman, and Jack Blackburn, acting chairman, Retailers; and Fred F. Florence, Major Revisions.

Besides these, the following teams have made calls on 50 or more prospects: Neth Leachman, Professionals; S. J. Hay, Insurance; William H. Philp, Wholesale (Hard Goods); O. I. Black, Robert Rinehart and Lee Hall, Foods; R. E. Abernathy, General, and Carl Sewell, Automotive.

Even prior to the campaign proper, Dallas firms were quick to realize that the Chamber needed stronger financial backing.

Before they were asked, the following firms voluntarily increased their subscriptions to the Chamber: Pearl Beer Distributing Company, Julius Schepps, the Great A. & P. Tea Company, Forrest & Cotton, International Business Machines, General Motors (Chevrolet Division),





**COMMITTEE** meetings, like the one of the General Division above, were the springboards for action on the Chamber's drive to obtain adequate working money.

Jax Beer Distributors, Ted Clark Distributing Company, Southern Select Distributing Company, Greater Dallas Motors and Joe Leavell, Jr.

A special rating committee compared the subscriptions of each member of the Chamber, the growth of his business, his stake in Dallas, and subscriptions already in force from comparable firms in the same classifications. Approximately 1,600 members of the Chamber were asked to increase their subscription in relation to their own growth. Many Dallas business firms had not increased their Chamber dues in the past 20 years, even though their business volume had greatly increased.

With Mr. Ray as general chairman of the campaign, the Chamber membership was divided into 17 classifications of business and industry. Team captains were appointed for each division, with 225 top Dallas leaders assigned as committeemen.

"Each division chairman not only accepted the responsibility of getting more money from his fellow Chamber members but raised his own subscription to the Chamber when it was requested," Mr. Wooten said.

"It is obvious that you can not operate in 1953 the Chamber of Commerce with a 1943 income," he declared. "Operating costs have increased for the Chamber just as they have increased for every other business. The budgets of Houston, Fort Worth and some of our other competitive cities proved it was vital for the Chamber to have adequate financing."

Mayor Thornton set the pace for the campaign in his keynote talk at a Hotel Adolphus luncheon. "Dallas is riding a

Shetland pony when it ought to be on a big white horse," he said.

"People completely failed 25 years ago to visualize the growth and development of this great city — and people 25 years hence will be just as amazed at the development of Dallas as we are today."

"People ought to be crowding up to give their part of the \$100,000 needed to generate a civic spirit," Mr. Thornton added.

Following the speech volunteer workers began making their calls. Daily stories in both Dallas newspapers carried the accounts of their progress. The *Dallas Times Herald* carried a front page box with a picture and statement by a campaign chairman every day. Lynn Landrum of the *Dallas Morning News* put his support to the campaign in his column "Thinking Out Loud." Both papers gave generous editorial and news coverage to the campaign.

Leaders in the drive pointed out a few of the outstanding achievements the Chamber has gained for Dallas. These include Southern Methodist University, the Dallas Federal Reserve Bank, Central Expressway, the proposed new Statler Hotel, and countless industries of regional or national importance.

"These projects resulted directly from a strong Chamber of Commerce," Mr. Wooten said. "Other golden opportunities will be offered Dallas — and we must be able to take advantage of them. That's why we need a strong Chamber with an adequate budget to do its job."

The drive is now entering its final phase. Campaign workers are making "clean-up" calls on prospects who have to contact their home offices before effecting their increase in subscriptions.

Report sheets and supplementary information about the campaign's progress are going out from the Chamber.

"Many companies have not been asked to increase their Chamber subscription who would like to have a greater share in the Chamber's work," Mr. Ray stated. "Our drive has opened the door for every Dallas businessman to take his rightful place in financing the Chamber."

"Any businessman who has not been consulted about his share in the Chamber's work is urged to call the Chamber and let us know of his willingness to help," said Mr. Ray.

An Honor Roll, listing every Dallas business firm increasing its Chamber subscriptions, is published in this issue of DALLAS, beginning on page 38. It includes all increases received as DALLAS went to press. Additional lists of members increasing their subscriptions will be published in the June issue.

**PROSPECT CARDS** on some 1,600 Chamber members were divided among 200 volunteer workers in 17 divisions. Below, members of the Oil Industry Division get their cards.





**SKYSCRAPER BUILDERS** in Dallas get a spoofing at the Dallas Press Club's annual Gridiron Dinner. Actors, left to right, are Charles Stabler, Vernon Hobart, O. H. P. King, Ed Woods and Bill Browning.

## Dallas Leaders 'Rewarded' For Making 1953 Headlines

By Harmon Kallman

**I**N Dallas, perhaps more than in most cities, big names make big news.

And during the month just ended, the three-year-old Press Club of Dallas proved the truth of that observation in not just one way, but two.

First, on the night of April 18, came the club's third annual Gridiron Dinner, an institution already celebrated for its satirical, farcical jabs at the big names of Dallas, the state and the nation. In a more serious vein, the club gave its coveted Headliner of the Year award to Leo Francis Corrigan, "builder of model communities, friend of the press, and America's foremost landlord."

Two weeks later, the Press Club took the profits from that dinner and put them into the first annual Southwest Journalism Forum, a three-day gathering that brought to Southern Methodist University some of America's biggest names in the news-gathering business. It also brought to Dallas some 250 visitors — newsmen, college and high school students and former S.M.U. students.

The idea of the forum, as explained by Press Club President Lee Bond, was conceived by club officers and directors as a means of helping to pay Dallas back for its kindness to the Press Club. The result was an educational event that benefited student and professional journalists alike, helped focus national attention on Dallas, and pointed up the problems of the press in a changing world.

This year's Gridiron, it was generally agreed, was the best and most tuneful ever. With newspaper, magazine, radio-TV and public relations men and women playing the leading roles, these were some of the antics performed for the audience of 500 headliners and guests:

Ben H. Wooten, whose First National Bank always asks for "the opportunity to say yes," sang a doleful ditty titled, "I'm Just a Guy Who Can't Say No," which ended with the lines, "Whether they're solvent or ain't, I can't say no."

"My Heart Belongs to Father," sang a heavily painted young lady who referred to the Mercantile National Bank's slogan,



**HEADLINER OF THE YEAR** is Leo Corrigan, "builder of model communities, friend of the press and America's foremost landlord."

"This bank has been like a father to me."

New Mayor R. L. Thornton, perched on a mock throne, ran the city on banker's hours and appointed Charles R. Meeker, Jr., chief of police, but Meeker complained that he couldn't get the same "clientele" for his jail that Chief Carl Hansson had been able to gather.

A bemused citizen inquired in song, "How much is that minkie in the window, the one Stanley wants to retail?"

Sally Rand was doing a dance accompanied by two Salvation Army men with drum and tambourine (Arthur L. Kramer, Jr., and Walter Hendl), when she was interrupted by State Fair Leaders Thornton, Meeker and James Stewart. They professed to be shocked at her

**BACKSTAGE** at the Gridiron Show, Charles Stabler has his face done by Mrs. Sid Pietzsch. Behind them are Director Vin Lindhe and Ned Riddle, discussing last minute changes.



DALLAS • MAY, 1953



**AMONG 500** headliners and their guests were Mr. and Mrs. J. L. Latimer and Mr. and Mrs. R. L. Thornton, Sr. Mayor Thornton was jibed a-plenty at the show.



**BETWEEN** two headliners is Mrs. Wallace Savage, wife of the former mayor. On her left is Headliner Savage, and on her right is Headliner Max Clampitt.

pirouettes, but persuaded her to put on a command performance for their own benefit, so they could be sure it really was too risqué for "the good family people of Dallas."

Dist. Atty. Henry Wade and Nevada gambler Benny Binion sang a duet. Wade sang, "Your Were Meant for Me," and Binion raised his voice in "My Little Gray Home in the West."

The "Texas Women for Eisenhower" sang "Oh, You Beautiful Vote," saying, "Don't bore us with all that foreign fuss; Mamie's bangs are all that interest us . . ."

Such state officials as Governor Allan Shivers, Republican National Committeeman Jack Porter and Speaker of the House Reuben Senterfitt (all present in the audience) got a thorough going-over, as did a golf-playing President Eisen-

hower, a dog-loving Vice-President Nixon and others too numerous to name.

Headliners this year were limited to fifty from Dallas by the special Gridiron Dinner committee under the over-all guidance of Chairman Charles Dameron. Headed by Nathan Adams, the club's all-time Headliner, the list included:

Mayor J. B. Adoue, Jr., William J. Brown, D. Harold Byrd, T. E. Braniff, Leo F. Corrigan, Max Clampitt, J. Ben Critz, John W. Carpenter, Ben Jack Cage, Robert L. Foree, Fred F. Florence, Walter L. Fleming, Jr., E. B. Germany, P. B. (Jack) Garrett, L. M. Green, Judge Sarah T. Hughes, D. A. Hulcy, Karl Hoblitzelle, Miss Margo Jones, John J. Kettle, Arthur L. Kramer, Jr., J. L. Latimer, Alvin Lane, W. W. Lynch, Stanley Marcus, H. N. Mallon, Eugene McElvaney, R. J. O'Donnell, W. W. Overton, Jr., Harry Rolnick, John W. Runyon, Julius Schepps, Robert G. Storey, Robert J. Smith, Wallace H. Savage, R. L. Thomas, R. L. Tayloe, R. L. Thornton, Sr., C. A. Tatum, W. G. Vollmer, Ben H. Wooten, Ted B. Ferguson, G. L. MacGregor, James Ralph Wood, Ed McLeMore, E. M. Ted Dealey, M. M. Donosky, Dewitt T. Ray and Asher Lowich.

Texas Headliners were Governor Shivers, Burris Jackson, Jack Porter, Carl Estes and E. L. Kurth.

Certainly more sober, but just as stimulating for those who attended, was the Southwest Journalism Forum on April 30, May 1 and 2.

Bronze medallions bearing the names of the new annual forum, S.M.U. and the Press Club were presented to the *Christian Science Monitor*; Clifton M. Utley, of Chicago, noted National Broadcasting Company commentator whose closely-reasoned analyses of the news are heard here each Sunday night; Ralph McGill, crusading and widely-quoted editor of the *Atlanta Constitution*; Rich-

ard H. Rovere, Washington correspondent for the *New Yorker*, recognized as a gifted and perceptive reporter; James Reston, *New York Times* political reporter and new Washington bureau chief; Edward R. Murrow, top newsmen for the Columbia Broadcasting System in New York; and *The Humble Way*, magazine of the Humble Oil & Refining Company, Houston, which got a special award for an industrial publication.

Awards were accepted for the two publications by Roscoe Drummond, columnist and Washington bureau chief of the *Monitor*; and Walter G. Beach, editor of *The Humble Way*, and president of the International Association of Industrial Editors.

Mr. Reston and Mr. Murrow were the only honorees who could not attend and participate in the forum. Acceptance for Mr. Reston was made by B. C. Jefferson of the *Dallas Times Herald* and for Mr. Murrow by Ves Box of KRLD-TV.

Luncheon talks were given Friday by Mr. Rovere and Mr. Drummond at the Highland Park Methodist Church activities building; and by Mr. Utley, Saturday at the S.M.U. student union building.

**HEADLINERS** R. L. Tayloe, Bob O'Donnell and Julius Schepps inspect the Gridiron Show program.



**MORE DALLAS** celebrities are put on the griddle by Press Club comedians. Actors, left to right, are Lee Bond, Press Club president; Walt Cannon, Eldon Corkill and Jay Dee Rogers.







**INCONVENIENCES** caused Dallas air passengers were discussed by the Chamber's Aviation Committee and their guests, the Dallas City Council. Above, Stanley Marcus, left, chairman of the Aviation Committee, studies a route pointed out by Mayor R. L. Thornton, Sr.

The Dallas Chamber of Commerce long ago recognized this city's destiny as the air gateway of the Southwest. In the past month, the Chamber has found itself engaged in a major battle to protect Dallas' natural position as the air gateway. The fight for adequate air transportation for Dallas, and for the Southwestern community which Dallas serves, is vital to our future. It merits understanding and unflinching efforts.

A brief review of the background and the facts which have recently erupted into newspaper headlines is in order.

Historically, Dallas generates more air traffic per capita than any other non-resort city in America. It should be emphasized here, too, that this is no single-year record, but a year-in and year-out performance which has put Dallas at the top of the list as a customer of the airlines. Miami, with its great tourist travel peaks is the only city in the same bracket with Dallas as an air traffic center.



**THE CHAMBER'S** aviation attorney, John Mahoney of Lord, Day and Lord of New York, left, came to Dallas for consultations with leading Dallas air experts. Above, he confers with City Manager Elgin Crull.

mum development of our aviation potential. The committee decided that if air transportation was so important to our

# CHAMBER DEMANDS ADEQUATE A

**By Stanley Marcus**  
Chairman, Aviation Committee

**A** BUSINESSMAN in San Antonio complained that his working day in Dallas was cut short, unreasonably, by airline schedules.

From a Lufkin industrialist came the report that it was too difficult to get airline reservations on the east-west monopoly routes out of Dallas. He pointed out that he was being forced to use Houston, less convenient than Dallas, as his gateway for national air travel.

Another East Texas executive declared that his business travel had been distorted by unbalanced airline schedules.

These complaints, from Texas neighbors, plus scores of inconveniences and annoyances recited by home folks, have recently made Dallas more keenly aware, than ever before, of the importance of adequate air transportation. They have served to underscore the fact that air transportation—with its flexibility and its peculiar adaptability to the personal and business travel needs of the people of the Southwest—is all-important to the commercial and industrial welfare of Dallas.

Two years ago, several circumstances caused the Chamber's Aviation Committee to feel that we were at a crossroads in Dallas' aviation progress. The economic profile of Dallas called for maxi-

**BOTH** the Chamber and the City of Dallas are working together to insure air passengers of "Dallas to Dallas" service. Andrew W. DeShong, left, manager of the Chamber's aviation department, discusses the Buckley Report with George Coker, aviation director for the city.



community's business growth, we should approach our job with sound business facts to guide us.

On recommendation of the Aviation Committee, the City of Dallas employed a highly-qualified New York consultant, James C. Buckley, Inc., to make a study of Dallas airport requirements. Should Love Field remain the city's commercial airport? Should it remain its present size and with its present facilities, or should it be expanded and improved? What were the facts, for and against Love Field, as recognized and evaluated by an outsider with an objective viewpoint, one free to report and recommend as he might see fit?

The Buckley report on airport requirements was the basis for the \$12,500,000 airport bond issue which was overwhelmingly approved by Dallas voters last January. The bond election results signified that Dallas voters realized the advantage we have in being one of the few major cities with a close-in, convenient airport. The election reports told the airlines that Dallas travelers wanted to be served at Love Field, and had pledged Love Field's

expansion to keep pace with commercial aviation progress.

Meanwhile, the Aviation Committee also recognized the need for facts to guide it in saying what Dallas' air transportation requirements were. We believed Dallas needed additional airline services into New York and the East. Was that belief based on local pride and vanity, or would the facts on existing and potential traffic justify establishment of the additional services we wanted?

We believed that Dallas and scores of smaller communities in the Southwest should be linked together with convenient and direct air service, to further the development of Dallas' economy and theirs as well. Would a factual analysis show we were entitled to such services? Again we turned to the Buckley organization, which was retained by the Chamber of Commerce to survey Dallas' present and future air transportation requirements.

The two Buckley studies put Dallas in

## AIR SERVICE

the enviable position of being the only major American city which has a comprehensive, workable inventory of its assets as an air traffic center, a guide to its development potential, and a master plan blueprint for sound and businesslike development of airport facilities which will best serve the needs and convenience of air travelers.

Armed with facts, which we have now had a chance to digest and assimilate into working strategy, the Aviation Committee focused its attention on three major objectives:

1. Expediting the Love Field master plan development. We have assurances from the new city administration that the Love Field program will now move right ahead.
2. Breaking the route monopolies east and west out of Dallas. Economic facts prove that the present carriers to the East and West coasts should have competition. And competition will guarantee maximum services at Love Field for Dallas air travelers.

3. Securing the new or improved services to which Dallas is entitled at Love Field on the basis of the economic facts developed in the Buckley surveys.

In recent weeks, our fight with Ameri-

(Continued on Page 45)

# what's

# new?

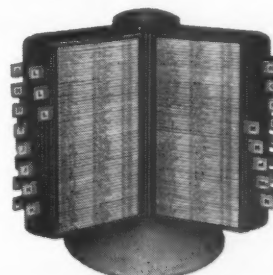


### Streamliner Steel Wastebasket

Now... a really new type of wastebasket... durable, practical, economical! It's the Streamliner Steel Wastebasket of heavy gauge, high quality furniture steel. The rectangular shape saves floor space... the graduated bumper guard of vinyl rubber prevents marring of desk and walls, makes it easy to pick up... and the smooth, rounded corners and edge cannot catch or tear clothing. It's available in gray, green, brown and maroon. \$5.30. In hospital white, \$5.60.

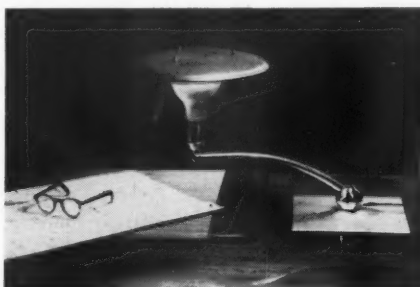
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# Chamber Lists 56 Firms As New Members in May

THE following 56 firms joined the Chamber in May:

**Pul-Ad of Dallas**, 2502 Cedar Springs; Donald C. Taylor, owner; advertising specialties.

**Lawn Sprinkler Supply Company**, 2405 Maple Springs; Wilson S. Mickey, manager.

**L. A. Pinner Steel Forms**, 2114 Hawes; L. A. Pinner, president.

**Jamieson Manufacturing Company**, 819 Bedford; W. C. Jamieson, C. A. Lavender; gas burner manufacturing.

**Great Southwest Life Insurance Company**, 4636 Ross; D. A. Childre, president.

**Thelma Gay of Dallas**, 2410 Mahon; Thelma Gay, owner; manufacturing ladies' ready-to-wear.

**French-Brown Company**, 5230 Maple; F. E. Brown, president; contractors.

**Buckner & Pittman**, P. O. Box 923; F. K. Buckner; contractors.

**The Alemite Company of Texas**, 1711 Cochran; J. L. Tuttle, partner.

**Dr. B. B. Goldman**, osteopath, 1818 Second Avenue.

**Forney Engineering Company**, 2705 Hawes; R. H. Forney, Ross Forney; manufacturing gas burners.

**The Morris Stores**, 1201 Patterson; D. C. Killian, vice president; Tom Brooks, secretary-treasurer.

**Wilburn L. Page**, public relations director for Great American Reserve Insurance, P. O. Box 388.

**Hadid Brokerage Company**, 910 South Pearl; Wm. J. Vandergraff, manager; broker fruits and vegetables.

**Universal Brass and Aluminum Company**, P. O. Box 10387; Paul D. Freed, director of purchases.

**A. C. Roofing Service**, P. O. Box 2407; C. D. Scott, superintendent.

**Bill Taylor**, 910 South Pearl; broker of fresh fruits and vegetables.

**Hasty & Egan**, 1008 Gulf States Building; Frank B. Egan; C. P. A's.

**Strauss-Golman Company**, 1841 Levee; George H. Golman; gift wrapping service.

**Whiddons Shoe Store**, 1711 Elm; Dred G. Whiddon, owner; retail shoes.

**Ace Rubber Company**, 2325 Chestnut; R. N. Benedict, president; manufacturing.

**John T. Parker Insurance Claims Service**, 401 Thomas Building.

**Dr. S. J. Candas**, osteopath, 505 N. Ervay.

**D. D. Feldman Oil & Gas**, 2603 Mercantile Bank Building; D. D. Feldman.

**E. B. Mott Company**, 801 Young; R. E. Harrison, president.

**M & G Sales Company**, 2009 Taylor; J. E. Minnick, manager.

**Intercontinental Manufacturing Company, Inc.**, P. O. Box 578, Garland, Texas; Harold J. Silver, president, Robert F. Yonash, Raymond H. Shape, Louis E. Levinson, Stephen D. Feldman.

**Staco Limited**, 213 Yorktown; C. F. Knox; heavy construction.

**Buford's of Dallas**, 313 South Pearl; Virginia H. Buford, president; printing.

**G. H. Turner**, president, Grand Prairie State Bank; Grand Prairie, Texas.

**Grand Prairie State Bank**, Grand Prairie, Texas; G. H. Turner, president, Ernest Avery, Durwood Sutton.

**Fred Rupell Company**, 3308 Swiss; Fred Rupell, owner; automotive jobber.

**Williams Gulf Service**, 5111 Lovers Lane; Don Williamson, owner.

**The Dicks-Pontius Company**, 908 Dragon; Charles E. Thomas; manufacturing.

**DeLatte Plumbing Company**, 608 North Haskell; Francis DeLatte, owner.

**Edgar D. Brown Company**, 917 Praetorian Building; E. D. Brown; real estate.

**Brayton Flying Service**, 9215 Weiss; Clyde E. Brayton, owner.

**General Electric Credit Corporation**, 801 Texas Bank Building; L. E. Scott, manager.

**Sonotone of Dallas**, 840 Wilson Building; Orrin M. Battle; electrical supplies.

**Valhalla of Dallas Motel**, 109 West Overton; Mrs. Selma E. Blann, owner.

**Western Cafe**, 920 South Pearl; Irwin L. Jones, owner.

**George W. Reaves, Jr.**, 910 South Pearl; broker.

**Southwest Brokerage Company**, 910 South Pearl; F. L. Rodreck.

**Carrollton State Bank**, Carrollton, Texas; H. Lawrence Kimsey, president, Warren Embree.

**Dallas Homes, Inc.**, 6115 Denton Drive; P. W. Schoenlaub, president, construction.

**Niameo, Inc.**, 3905 Elm; Karl A. Wagner, president; wholesale massage units.

**Arnold H. Bruner Company**, 511 Fidelity Union Life Building; Arnold H. Bruner, Arnold H. Mier; oil operator.

**Coats & Burchard Company**, 526 Second Unit Santa Fe Building; L. E. Larson, manager; appraisers.

**Michael Modes, Inc.**, 902 Commerce; Nathan Levine; manufacturing ready-to-wear.

**Texas Quarries, Inc.**, 5319 Junius; Louis F. Fox, manager; quarriers and fabricators.

**Industrial Tape Company**, 107 Pittsburgh; William M. Cooker, manager.

**Southwest Savings Association**, Fidelity Union Life Building; Allan Lundahl.

**Associated Air Service**, 137 Walnut Hill Village; J. A. Cleeland, owner.

**Addington-Krutilled Advertising Company**, 3722 Bowser; Glenn D. Addington.

**Charles Bruning Company, Inc.**, 515 South Ervay; Howard E. Pound; reproduction service.

**Metal Awnings, Inc.**, 3801 Fordham; T. G. Kelley, manager.



# TOP FLIGHT VISITOR

BY HORACE AINSWORTH  
EDITOR OF "DALLAS"

THE Metropolitan Opera, a shoe convention, and General Motors sparkling Motorama of dream cars were the big pulling factors in bringing visitors to Dallas this month.

General Motors used every trick in the bag to give Dallas its biggest auto show. Eighty large moving vans hauled the big steel show to Texas.

If the social events connected with the Met's Dallas performance are any indication, this summer's State Fair Musicals will go over bigger than ever.

As usual, Eastern visitors were astonished last month at the Southwest's growth. Henry C. Alexander, president of J. P. Morgan and Company, said, "Industrial development has shown a remarkable expansion in the Southwest within the past three-and-a-half years."

Another economic expert called the federal budget a "safeguard" against inflation. R. B. Heflebower added that the United States might have economic shifts—and some industries prolonged bad times because of changes in demand—but he foresaw no long, hard depression.

The Bock Corporation of Dallas, Carrier air conditioning distributors, and the Carrier Corporation will co-sponsor a clinic in Dallas June 18 for the home building industry and related fields. This clinic, called "Blueprint for Tomorrow's Living," is the first of its kind ever to be held.

According to Howard Lard, vice president of the Bock Corporation, the purpose of the clinic is to discuss the revolution taking place in the home building industry thanks to a new two-ton year 'round air conditioning system within the budget of the small home owner.

President of United Aircraft Corporation, H. M. Horner, came to Dallas to address the Society for the Advancement of Management.

Four top-ranking executives of two large oil companies were honored by the Dallas Wildcat Committee of the Dallas Petroleum Club recently. Robert H. Colley, chairman of the board, and Henderson Supplee, Jr., president, of the Atlantic Refining Company, and J. N. Pew, chairman of the board, and John G. Pew, vice president and general manager of production, of the Sun Oil Company, visited Dallas from Philadelphia.

*But the oil men were not all coming this way. Many Dallas oil men celebrated Dallas Day at the International Petroleum Exposition in Tulsa on May 15.*

A luxurious \$300,000 hotel-type motel will give Dallas extra help in playing host to the Southwest's visitors. H. Leslie Hill, Dallas builder, announced that construction will start soon on the Dallas facility of the proposed Holiday Inn chain of coast-to-coast motels.

Four of the nation's leading businessmen were in Dallas for Southern Methodist University Forums on American Freedom, May 5 to 14. They were Paul Hoffman, former head of the Economic Cooperation Administration; Kenneth Royall, 1947-49 secretary of the Army; Henry M. Wriston, president of Brown University, and Gerald Johnson, noted author and journalist.

*Fred G. Gurley, president of the Santa Fe Railroad System, was honor guest of a luncheon given by Mayor R. L. Thornton, Sr. Guests included Dallas business and financial figures.*

Twenty-five students of advertising from five Texas colleges were guests of the Dallas Advertising League for a three-day "student tour" this month. They came from the University of Texas, North Texas State Teachers College, Texas Christian University, Texas State College for Women and Southern Methodist University.

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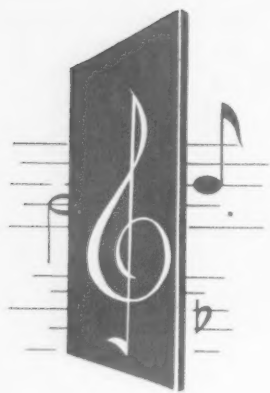
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## State Fair

# Musicals

IT is no longer news that the summer entertainment center of the states is the State Fair Auditorium, Dallas, where for 12 weeks each summer the State Fair Musicals offer musicals of Broadway calibre. And with 12 successful seasons of top entertainment backing the 1953 season, it is no longer surprising to followers of the State Fair Musicals that Broadway has offered one of its most recent and most successful shows to the Musicals for its first off-Broadway production.

The prestige won by the State Fair Musicals during past years has been the achievement of R. L. Thornton, president of the State Fair Musicals, Inc., James H. Stewart, executive vice president, Charles R. Meeker, Jr., vice president and general manager, and their com-

mittees of daring, farsighted Dallas citizens.

The 1953 season opens June 8 with the return, almost by "demand," of "Brigadoon," hit show of the 1949 season, and closes August 31 when the curtain falls on "Paint Your Wagon" in its first off-Broadway production. Tribute to the State Fair Musicals was the acquiring first rights to "Wagon" last season while the musical was at its height as a Broadway hit. It is now being made into a motion picture. Between "Brigadoon" and "Paint Your Wagon" will be "Best Foot Forward," June 22-July 5; "Kiss Me, Kate," July 6-19; "Girl Crazy," July 20-August 2, and "New Moon," August 3-16.

As always, the season will bring to Dallas top stars of stage, motion pictures,

opera and television, as well as present a number of young talents destined for stardom. In past seasons Mr. Meeker's young people have included Imogene Coca, Jackie Gleason, Vivian Blaine and many others who no longer need introductions to American show business.

The season's biggest surprise, announced only this month, is the news that the celebrated Jose Ferrer will play the male lead in Cole Porter's "Kiss Me, Kate." Mr. Ferrer is currently making box-office history in his new picture, "Moulin Rouge."

He has recently won an Oscar for the movie "Cyrano" and the Perry awards for directing "The Four Poster" and for acting in "The Shrike" on Broadway. Aside from singing in a revival of the 35-year-old musical comedy, "Mary," and

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CHARLES R. MEEKER, JR.



JOSE FERRER



once replacing Danny Kaye in "Let's Face It" — neither of which brought his operatically-trained baritone voice public recognition — Mr. Ferrer's Dallas appearance will be his first musical comedy.

Jack Carson returns to Dallas this season in "Girl Crazy" after his spectacular success in the Musicals' 1951 production of "Texas, Li'l Darlin' ". Co-starring with Mr. Carson will be recording and motion picture star Margaret Whiting. "Girl Crazy" also will introduce to Dallas Ann Crowley, star of Broadway's "Paint Your Wagon."

Debbie Reynolds, motion pictures' sweetheart of musical shows will head a cast of talented young people in the rollicking college story of "Best Foot Forward." Three veteran comics, Lew Parker, Buddy Schwab and the inimitable Alice Pearce will provide the spice to "Best Foot Forward."

If for no other reason, "Brigadoon" would be notable for the return of versatile Hiram Sherman in the role of wise-cracking "Jeff," the role which introduced him to Dallas and the State Fair Musicals. As the "man-crazy Meg," Jet MacDonald, formerly of "Texas, Li'l Darlin' " and "Carousel" will be making her third State Fair Musicals appearance. Also from last season's "Carousel," handsome Stephen Douglass will return to play the romantic lead opposite the Metropolitan Opera soprano, Lois Hunt.

The Metropolitan opera also will contribute handsome Brian Sullivan as the lead in Romberg's "New Moon." As the lovely "Marianne" will be another distinguished opera star, Rosemary Kuhlmann, most recently of the New York City Center.

For the first time in five seasons, a new personality will occupy the podium as musical director. Lehman Engel was unable to return for the summer because of his association with the highly successful show, "Wonderful Time." But in his place, Broadway has contributed Franz Allers, musical director for "Brigadoon," "Paint Your Wagon" and "South Pacific," among other Broadway hits. As his assistant, Mr. Allers brings Gino Smartt, distinguished Viennese conductor.

Paul Godkin will be dance director for the 1953 Musicals and Peter Wolf will return for his seventh season as art director. Stage director will be George Schaefer in his second season in Dallas.

Again, season tickets, on sale now, will carry a special discount amounting to all six shows for the price of five, and will place the season ticket holder on the priority list for all subsequent State Fair Auditorium attractions.



Debbie Reynolds



Margaret Whiting



Jack Carson



Brian Sullivan



Ann Crowley



Rosemary Kuhlmann



Hiram Sherman



Harry Snow



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to Tomorrow*

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HISTORY!**

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Tomorrow will find Republic as it is today — a tower of strength — a challenge to the future.

To our stockholders and friends who over subscribed all the new stock in advance of issue, and to the many others who wanted to join them, we express deep appreciation for their confidence and desire to participate in the progress of this bank.

*Wm. F. Glenney*  
PRESIDENT

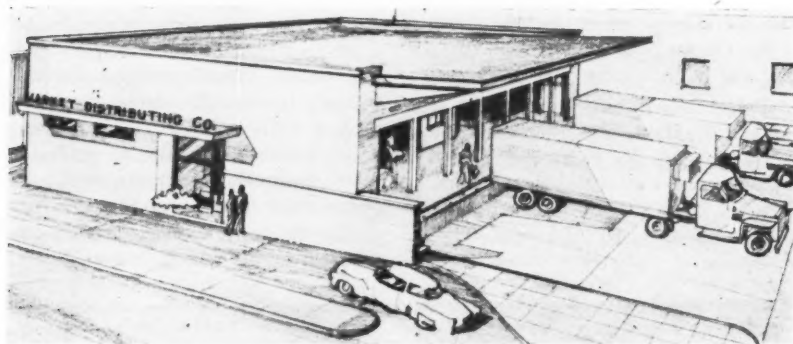
**REPUBLIC NATIONAL BANK  
OF DALLAS**

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### President Chats With Chamber Representative

Dale Miller, right, representative of the Dallas Chamber of Commerce in Washington and former president of Texas State Society in the nation's capital, greets another Texan, President Dwight D. Eisenhower, at a society brunch at Washington's Mayflower Hotel. Mr. and Mrs. Miller were delegated to welcome the President and Mrs. Eisenhower and escort them to the hotel dining room where more than 700 Texans awaited them.



### Distribution Building Under Construction

A new \$130,000 structure at Preston Road and Eureka Road for the Market Distributing Company will be completed in August, Ben Moseman, company president, announced recently. The 8,000-square-foot structure will be able to service twenty refrigerated trailer-trucks at one time for the marketing of fresh fruits and vegetables. The building will have maroon and ivory face brick. Office space will cover 1,500 square feet.

**Fabric Company Plans Branch.** Plans for establishing a resident sales office in Dallas have been announced by Tanbro Fabrics Corporation. General Sales Manager Stanley Tananbaum says the move was necessitated by the growing volume of business in the Southwest. Arnold Honig, who has been with Tanbro 13 years in a sales capacity, will head the new office. It will handle the women's and children's dress and blouse trade, ladies' and men's shirts and allied manufacturing and jobbing trades.

**Sixth Morris Store Opens.** A sixth neighborhood Morris department store has opened in the Pleasant Grove shopping center. Special sales by the six Morris stores were held in connection with the opening. The new store includes wearing apparel for the entire family, a complete family shoe department, women's accessories, lingerie, foundations, fabrics, household linens and draperies. Mrs. Letha M. Moore, Pleasant Grove resident and long-time Morris employee, is manager of the new store.



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# Horse Show Scheduled for June 10



**W**HAT is expected to be the largest annual Charity Horse Show in Dallas history is scheduled for June 10 through 14 at Fair Park.

With a new sponsor and scores of volunteers already at work from a number of cooperating organizations, interest in the Dallas show is at a new peak according to George A. Hahn, general chairman, who predicts the most successful attraction since its inception.

The Dallas Society for Crippled Children is sponsoring the show and proceeds will go to the society's Cerebral Palsy treatment and speech centers, 2312 Oak Lawn Avenue. The treatment center is the largest and most modern in the United States devoting its effort to pre-

school children. The speech center is the only one in the nation offering its services without charge. Patients at the two centers number about 500. Dr. Margaret Watkins is chairman of the show for the sponsor.

Mrs. C. D. Godwin, Jr., a director of the horse show association and a former show chairman, will act as liaison between the show chairman and the sponsor chairman.

Assisting Dr. Watkins, from the Crippled Children Society, are Marshall Newcomb, a director; Henry Watson, first vice president; M. J. Norrell, secretary, and R. L. Thomas, president.

Two dozen standing committees from the membership of the Dallas Charity Horse Show Association and officers that include Dr. Karl B. King, president; Waller C. Boedeker, vice president and treasurer, and Mrs. E. C. Dicken, secretary, will assist General Chairman Hahn.

Mr. Hahn expects some 300 entries for the 64 classes, which include popular stake classes. Competition will be for \$15,000 in prize money and trophies.

Judges for the 1953 show will be Max Luther of Huntsville, Alabama, saddle horse class; J. H. Noblin, Pelahatchie, Mississippi, walking horse; Sterling Smith, Ravenna, Ohio, hunters and jumpers; and Dr. G. H. Alexander, Terrell,

Texas, western. All parade horse classes will be judged by the saddle horse judge.

Mr. Hahn has named Doug Mitchell of Fort Worth as show secretary and announcer and Herman Dearing of Dallas as ringmaster.

Entertainment for the exhibitors will include the big annual dinner dance—The Starlight Roundup. Free coffee and doughnuts will be served exhibitors, trainers and grooms daily at the early morning call.

Box seat sales are under the direction of Mrs. Heady, assisted by Mrs. Larry Nabholtz. Box offices will be operated at Neiman-Marcus and Bond Clothes in addition to the Fair Park grandstand. Members of the Junior Horse Show Association will assist during the show in selling programs and with messenger service.

First class in the show to be judged Wednesday, June 10, is lightweight hunters. Other classes scheduled for Wednesday are fine harness mares; parade class, other than palominos; three-gaited 15.2 and under; juvenile five-gaited; junior walking horse stake; ladies five-gaited; show pony open class; three-gaited over 15.2; roadsters, stallion or gelding to bike; single hackney pony, open; five-gaited stallions; and open jumpers.

Thursday evening judgments will include

**WEEKS OF PREPARATION** in training both the horse and rider precede Dallas' Charity Horse Show. Many riders, like the three shown below, begin their training at an early age.



**CHAMPION RIDERS** from all over Texas, like the two Austin girls shown below, will participate in the Dallas Horse Show. Terry Jo Cocke, left, is on Tuxedo, while Sue Cocke is pictured on Reward.







**LOCAL TALENT**, from well-known places like Boedeker Farms, competes for the ribbons and the awards.

the following classes: middle and heavy-weight hunters; fine harness, stallions or geldings; walking horses, stallions or geldings; horsemanship, rider over 12 and under 18; English equipment; roadsters, mares to bike; walking mares; three-gaited, ladies to ride; fine harness, three-year-olds; Western pleasure; roadsters, stallion, or gelding to buggy; single hackney pony, lady to drive; five-gaited mares; handy jumpers.

Classes scheduled for the third evening of the show are open hunters; junior fine harness stake; Western pair; walking horse, lady to ride; fine harness, lady to drive; three-gaited novice; single hackney pony, amateur to drive; horsemanship, rider 16 and under, Western equipment; junior three-gaited stake; roadsters, mares to buggy; single show pony, lady to drive; five-gaited geldings; jumpers, knock-down and out.

To be judged Saturday evening are open hunters, amateur to ride; fine har-

**LEADERS** in planning the 1953 show include Dr. Margaret Watkins, chairman of the show for the sponsor, and George A. Hahn, general chairman.



ness, amateur to drive; walking horses, amateur to ride; three-gaited, juvenile rider 17 and under; single show pony, amateur to drive; three-gaited, amateur to ride; parade, palomino division; roadsters stake, to bike; five-gaited, amateur to ride; hackney pony stake; palomino, stallion, mare or gelding (ranch type horse); junior five-gaited stake; scurry jumpers.

Judgings on the final night of the show will include the following classes; hunter stake; fine harness stake; parade stake; horsemanship, 12 years and under, English equipment; five-gaited novice; walk-in stake; three-gaited stake; roadsters stake, to buggy; pleasure, English equipment; harness show pony stake; five-gaited stake; and jumper stake.

The sponsor committee is headed by Mrs. Sawnie R. Aldredge with Mrs. Hugo W. Schoellkopf as co-chairman. Other members of the committee are Mrs. H. R. Aldredge, Jr., Mrs. Frank E. Austin, Jr., Mrs. Joe O. Lambert, Jr., Mrs. Edward S. Marcus, Mrs. Lawrence E. Marcus, Mrs. A. Starke Taylor, Jr., Mrs. J. C. Vanderwoude, Mrs. J. B. McEntire, Jr., Mrs. Jack Stoneham, Mrs. E. S. Heyser, and Mrs. W. E. Crow.

Other committees named to assist in preparations include the judges committee, Mr. Boedeker, chairman, Theodore



**SHOW TIME** finds many an anxious rider and willing helper.

Heady, Mr. Hahn; and the program committee, Mrs. Heady, chairman, Mrs. Joe K. Bywaters, Mr. Boedeker, Dr. King and Mr. Hahn.

**SPONSORING OFFICIALS** for the Dallas Society for Crippled Children and Dallas Horse Show Association discuss plans for the 1953 Charity Horse Show which the society will sponsor in June. Seated are Henry Watson, first vice president of the sponsoring group, and Dr. Margaret Watkins, who will be show chairman for the group. Standing, left to right, are R. L. Thomas, president Dr. Karl B. King, president of the Horse Show Association; Waller C. Boedeker, vice president and treasurer of the horse show group, and Marshall Newcomb and M. J. Norrell of the sponsor body.



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DALLAS



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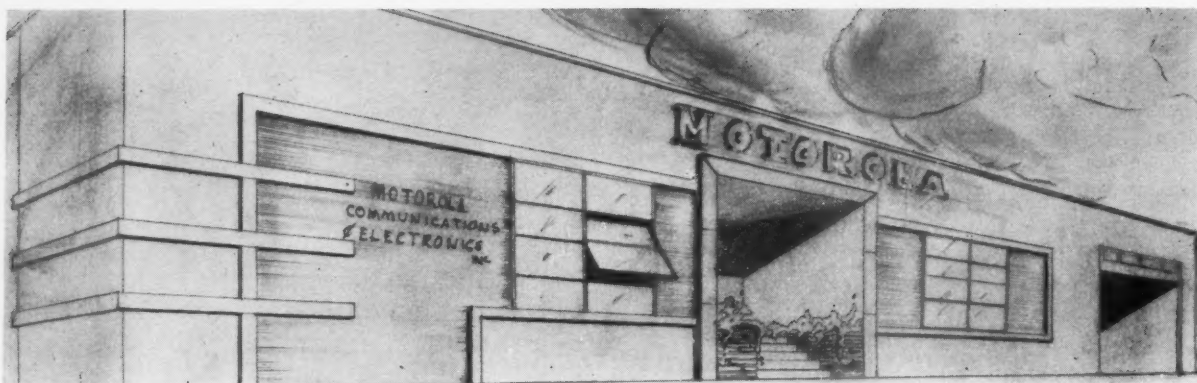


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### Motorola Subsidiary to Move to New Building

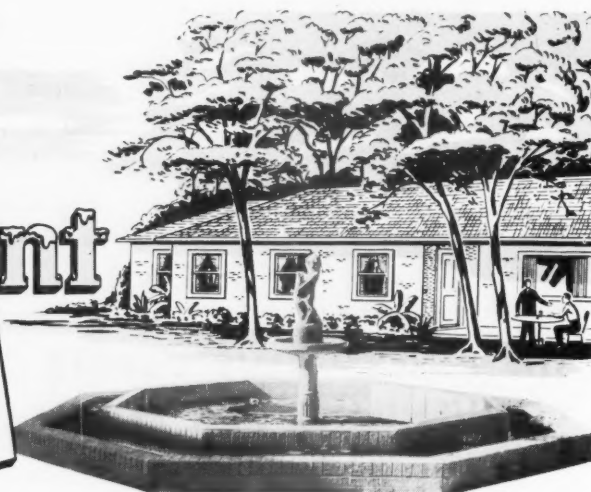
Motorola Communications & Electronics, Inc., a wholly owned subsidiary corporation of Motorola, Inc., will soon occupy a building now under construction at 171 Parkhouse Street in the Trinity Industrial District. The 75 foot by 120 foot brick building, costing approximately \$100,000, will house a complete parts depot as well as a warehouse, service laboratory and offices. Products manufactured by the Communications and Electronics Division of the parent company, principally two-way mobile radio equipment, will be distributed by the company. The depot will serve approximately 100 authorized Motorola service stations in Texas, New Mexico,

Arkansas, Oklahoma and Louisiana. Motorola now supplies about 60 per cent of the two-way radios used by police departments, petroleum companies and industrial activities. Microwave radio, a relative newcomer in the field, is an important phase of the new company's operation, since Motorola now has supplied 27 complete operating microwave systems used for communications, telemetering and supervisory control. Other products include industrial control equipment, wire-line carrier apparatus and remote control switching devices. Lease negotiations on the new building were handled directly between Motorola and Williams and Wagner, owners and general contractors.

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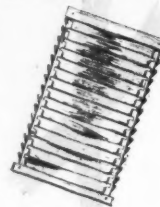
THE SMART, new way to aerate and cool the water in your home air-conditioning system is with Frigid-Fount — the decorative fountain that will add charm to your yard or garden. Frigid-Fount operates efficiently, permanently, silently, economically. It can be installed for new or old homes. Phone, write or visit us for details.

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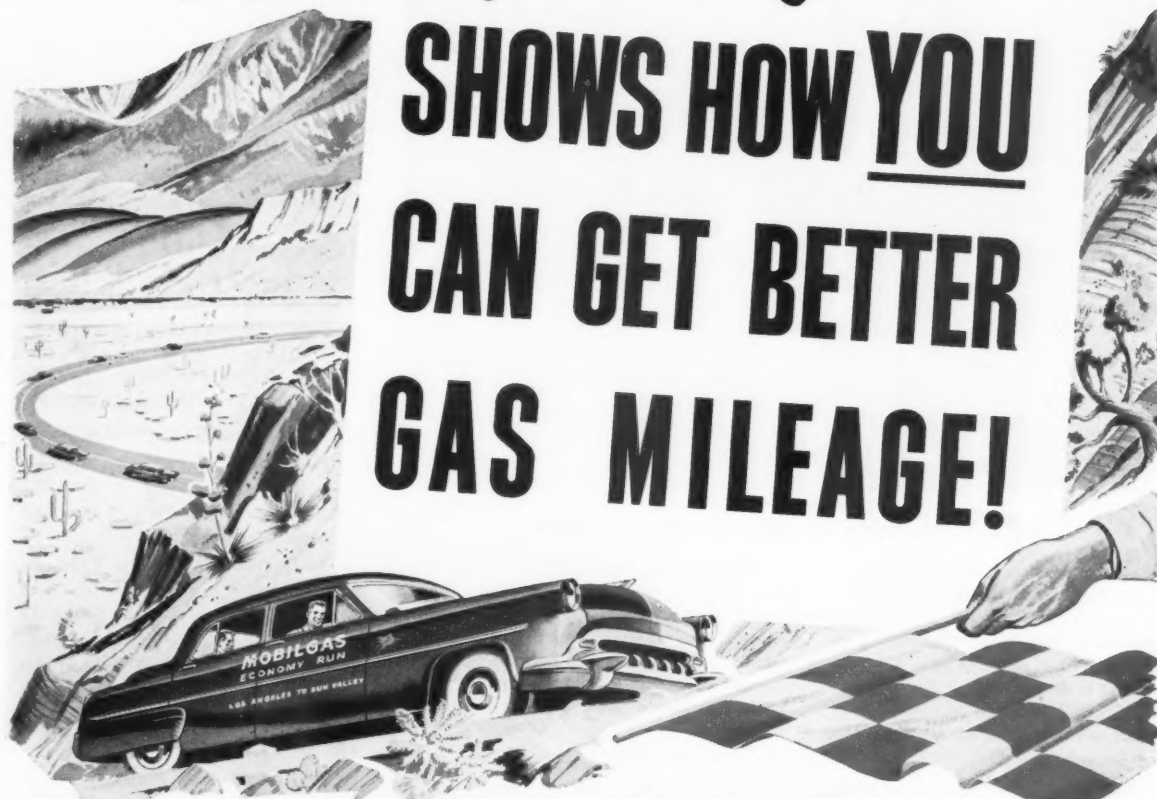
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# 1953 Mobilgas Economy Run

## SHOWS HOW YOU CAN GET BETTER GAS MILEAGE!

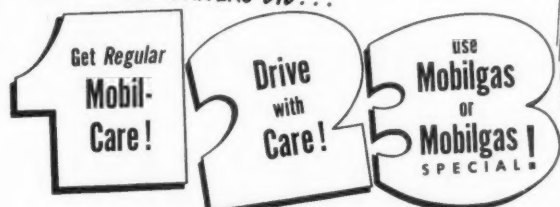


**25 cars average 22.2 Miles per Gallon**  
*in Tough Road Test!*

### What's the SECRET of Their Remarkable MILEAGE?

It's very simple . . . they got the full potential that is built into modern cars and a modern quality gasoline. To get it, they did three things. 1) Put their cars in top condition with good servicing (with the stock Mobil products carried by your neighborhood Mobilgas Dealer.) 2) They practiced careful, thoughtful driving. 3) They all used Mobilgas or Mobilgas Special.

DO AS THESE DRIVERS DID . . .



**..AND GET ALL THE GAS MILEAGE  
YOUR CAR CAN DELIVER!..**

These cars were not "tricked-up." They are stock cars you might have bought in a dealer's showroom. Their selection was under the strict supervision of the American Automobile Association contest board.

The route was a tough one: 1206 miles from Los Angeles to Sun Valley through desert heat, mountain snow, plus stop-and-go city driving and steep mountain climbs. Yet, they scored this spectacular mileage, with the winner getting over 27 miles per gallon!



The  
Economy Run  
Gasoline



MAGNOLIA PETROLEUM COMPANY



### Dallas Contractors Win Safety Awards

Dallas contractors this month won nine national safety awards at the Associated General Contractors annual meeting. Leo P. Morgan, left, 1952 president of the Dallas A.G.C. chapter, holds a first place award for the highest percentage of chapter members taking part in the A.G.C. accident prevention program. Edmund G. Peterson, center, head of Peterson Construction Company, won two awards for safety. And P. O'B. Montgomery, right, won a first place award among firms working more than 500,000 man-hours. Merit certificates for a year's work without a lost-time accident went to Charles Munn, Vivrett & Vivrett, W. H. Wallace Construction Company, Buckner and Pittman, Charles V. Sumner and Peterson.

**Drive-In Cafe Opens.** Fred-Bell Enterprises, with food operations in 26 states, has opened Fred's Drive-In at Inwood Road and Lemmon Avenue. Parking space around the cafe makes possible a service capacity of 90 cars, managers announced.

**Distributor Expands Building.** General Tire and Rubber Company has under construction a 7,500-square-foot addition to its building at 1000 Dragon Street in the Trinity Industrial District. The addition will increase the company's warehouse facilities by 60 per cent.

### A. Harris Texas Award To Go to Cattleman

The Texas Award, presented each year by A. Harris & Company to the most outstanding contributor to the arts or sciences in Texas, will be made this year to an outstanding person in the beef cattle industry.

The \$1,000 annual award was designed to recognize and reward each year a Texan who has appreciably contributed to the advancement of American life in any of the fields of arts or sciences.

The awardee will be selected by a panel of judges from entries submitted through county agents and extension workers from the 12 Texas A. & M. College extension districts.

Outstanding agricultural and cattle experts will make up the panel of judges.

Presentation of the award will take place at a dinner held by A. Harris & Company in Dallas, the date of which will be announced later.

The first award, made in 1950, was divided between two Texas authors, Katherine Anne Porter and J. Frank Dobie. Dr. Charles Marc Pomerat of the University of Texas Medical Branch won the 1951 award for his work in growing brain cells from the tissue of human beings. The award was not made in 1952.

**Restaurant Renovated.** Extensive remodeling and renovation have been completed at Maurice's Cafe, 3325 Oak Lawn Avenue. The dining space and kitchen were enlarged by converting a previously unused portion of the building. New equipment was installed throughout.

# BONDED MESSENGER?



## CORONATION

## CALL TEXAS DELIVERY SERVICE

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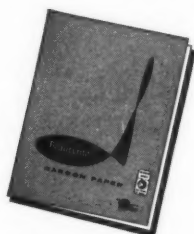
# One Source Assures TOP TYPING STATION PERFORMANCE and ECONOMY

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**Patrician Carbon Paper**...for type impressions that are uniformly intense, sharp and clear, due to the *exclusive* Patrician black ink formula. Patrician manifolds well on any typewriter, exceptionally well on noiseless machines. Special "lie-flat" processing ends curling and "treeing", and Patrician is packed with many other ease-of-handling features.



**Nylex Ribbon**...all-nylon for "executive calibre" printwork and longer wear. Nylex withstands the heaviest blows of both electric and manual typewriters and gives you a bonus of 33 1/3% more ribbon per spool. Fine wearing qualities and ultra performance eliminate many "do-overs" and ribbon changes, resulting in more productive clerical time.



**Patrician Ribbon**...is made from the highest quality imported cotton fabric and produces excellent typed impressions on any typewriter whether standard, noiseless or electric. Patrician's special highly durable formula, plus 33 1/3% more length than ordinary ribbons, make this an outstanding ribbon value for general typing station work.



**Line-a-time Copyholder**... holds typist's notes in forward reading position for easier, faster, more productive typing. Line-a-time holds all types of copy work... steno books, single sheets, cards, ledger sheets, newspapers, magazines. Line-a-time sets up easily, firmly... pays for itself in greater, more accurate typing output.

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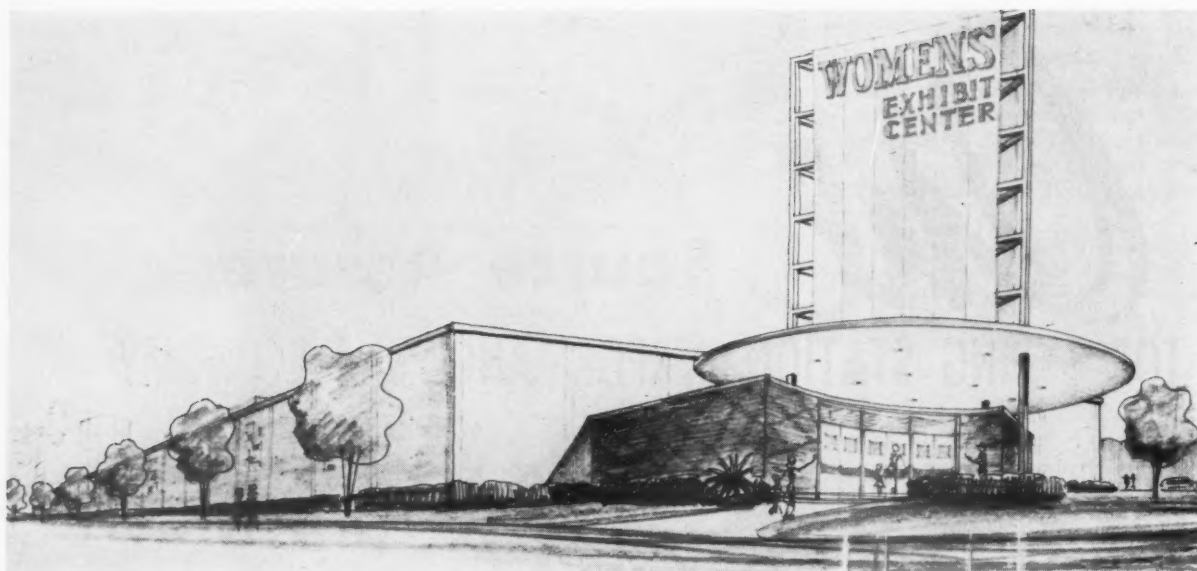
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### Plans for Women's Building Approved

The new \$600,000 air-conditioned Women's Exhibit Center, due to be constructed by the State Fair of Texas in time for the 1954 fair, will be the third largest exhibit building on the fairgrounds. Plans for the center were approved recently

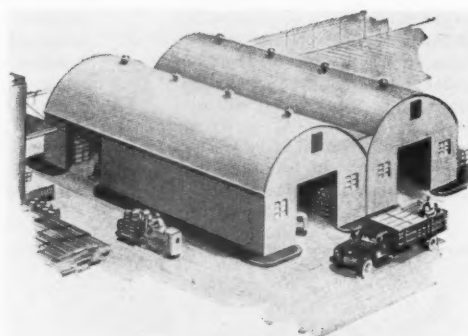
by the board of directors. The 50,000-square-foot structure will be used as an exhibit building for women's activities such as cooking and sewing and will also serve for such events as fashion shows.

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#### Executive Vice President

T. W. Rutledge, former vice president of the Empire State Bank of Dallas, has been promoted to executive vice president. Also promoted were Lewis B. Norman and Joe Sprinkle, Jr., from assistant vice presidents to vice presidents; Gaston M. Wood to cashier, and Jack M. Clark to assistant vice president. Frank E. Hudson, F. F. Eldredge, Jr., and Clay Garrison were elected assistant cashiers.



#### Named President

Olin E. Bragg has been named president of the Texas Metal and Manufacturing Company. Mr. Bragg joined the staff of Texas Metal as vice president and general manager in March, 1952. He formerly owned an aircraft and construction firm.

MONROE REISMAN has been elected chairman of the Advertising Artists of Dallas. Other new officers include AUBREY STREATER, first vice chairman; PAUL A. LAY, second vice chairman; TOM GRIMES, secretary, and JOHN VAUGHAN, treasurer.

DALLAS • MAY, 1953



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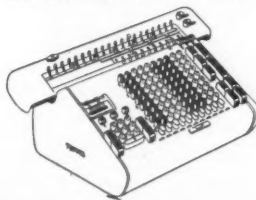
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20-ton Northwest Motor Crane with 100-foot boom for hoisting jobs and similar operations. . . Winch Trucks equipped with trailers and lowbed trailers to handle movement of all types of machinery. . . Hydraulic Fork-Lift Trucks for the efficient and speedy handling of machinery and other equipment. . . Small Trucks equipped with Hydraulic Lift Gates for economical and proper loading and unloading. . . 100-ton Guy Derricks for dismantling or erecting extremely heavy equipment. . . 10-ton Guy Derricks for lighter-weight steel-erection jobs. . . Portable Elevators, Stacking Machines, A-Frames and other expeditors used in conjunction with large operating equipment.

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# DON'T MISS IT!!

## DALLAS MARKET

### "CEILING — NO LIMIT"

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June 4, 1953  
Dinner — 6:30  
Cocktails — 5:30-6:30

**\$5.00 per plate**  
mail check now for your reservation  
to  
sales executive club  
322 west jefferson  
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HERE'S YOUR CHANCE TO GET  
THE WHOLE STORY ON YOUR GREAT  
DALLAS MARKET  
FROM MEN WHO KNOW!

**SELLING — J. J. SHEA, PRESIDENT OF LONE STAR WHOLESALE.** J. J. Shea knows selling in the Dallas Southwest. As a boy of 18 he was promoted from clerk to store manager. Today, after a long career in both retail and wholesale selling he's president of the firm he founded.

**CREDITS — RICHARD RANCIER, CREDIT MANAGER OF SOUTHWESTERN DRUG COMPANY.** The life line of business is credit, and Richard Rancier knows that line, especially as it applies to the Dallas area. It's the second step in this important program to help you gain in this great market.

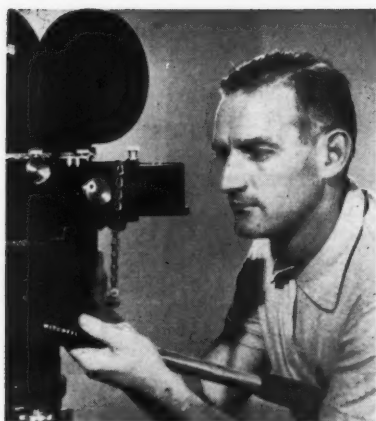
**ADVERTISING — TOM McHALE, ADVERTISING MANAGER OF DALLAS MAGAZINE.** Tom McHale knows advertising from more than a quarter century of experience, is Executive Secretary of the Tenth District of the Advertising Federation of America. In 1948 he was voted the Dallas Advertising League's most valuable member.

**CEILING — NO LIMIT — MAYOR R. L. THORNTON.** After more than 30 years spent building a \$171,000,000 bank . . . Mayor Thornton is in a prime position to tell from experience why in Dallas the ceiling for business and industry is unlimited!

**TOASTMASTER — BEN H. WOOTEN, PRESIDENT OF THE FIRST NATIONAL BANK IN DALLAS.** A banker of more than 30 years' experience, Ben Wooten is also President of the Dallas Chamber of Commerce. Dallas Top Salesman for 1950 by the Dallas Sales Executive Club, he was also the Dallas Press Club's Headliner of the Year in 1952.

**SPONSORED BY —**  
Dallas Sales Executive Club  
Dallas Chamber of Commerce  
Dallas Advertising League  
Dallas Manufacturers and  
Wholesalers Association, Inc.





#### Joins Film Staff

James P. Conner, formerly an instructor in cinematography at the University of Southern California, has joined the staff of Coffman Film Company, 4519 Maple, as chief cameraman. Prior to his work at the university, Mr. Conner was active in the television film industry in Hollywood.

Officers recently chosen by the Dallas CIO Council are ROY R. EVANS, president; W. W. JEFFREY, vice president; RONALD WASHBURN, secretary-treasurer; L. P. MORTON and RICHARD MOORE, trustees; FRED FOOTE, sergeant-at-arms, and ALBERT MAYTON, guide.

ALBERT HARWARD, former social service director of Bethany Home, Moline, Illinois, has been appointed executive director of the Dallas Big Brothers.

CLIFFORD H. PICHARD, display director of Gus Roos Men's Store, has been awarded a national prize in a window display contest for the second consecutive year.

W. HAROLD WATTS has been appointed a registered representative of E. F. Hutton & Company, member of the New York Stock Exchange.

WILLIAM L. SCHLEY and DAVID T. NORTHCUTT have been named loan production managers of Glenn Justice Mortgage Company.

Bell Cleaning and Laundry Company has named W. C. WOODY, JR., as advertising, sales promotions and customer relations manager.

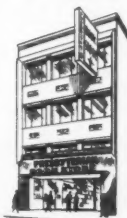
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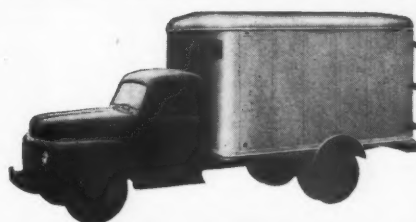
**Southwestern Life**  
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HOME OFFICE • DALLAS

#### EXCLUSIVE FEATURES

that make the NABORS  
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Wall and top welded inseparably in a five-sheet-thick steel truss... rear corner posts of double heavy steel section welded at six key points... one-piece 18-gauge steel walls strengthened with vertical corrugation turned inward... bottom rail ingeniously tied to cross-members, wall panels and flooring... no small wonder that the NABORS truck body is so popular with truck operators! Bodies available in either standard or low-mounted design. Optional rear door and tail gate assemblies. Write for catalog.

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H. NESTOR DuVALL, *Manager*

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**New Department Manager**

John H. Boxer has been appointed manager of Textlite, Inc.'s architectural department. Mr. Boxer was architectural engineer with the Mercantile National Bank before joining the firm, manufacturers of porcelain enamel and plastics for the sign and building industries. Mr. Boxer received his training at Southern Methodist University, Technical University, Vienna, and Northern Polytechnic School of Architecture, London.



**Elected Club President**

B. Felix Harris, Dallas insurance man, has been named president of the Downtown Club. Other new officers of the club are W. B. Clayton, first vice president; Roy W. Hill, second vice president; Jack H. Breard, secretary, and Victor P. Schumacher, treasurer. New directors, elected for three-year terms, are James F. Chambers, Jr., Mr. Hill, Edward R. Maher, L. C. Porter, Harold Star and A. Chad Ogden.

JOSEPH J. HAHN, formerly chief accountant for Phil Isley Theaters, has been appointed manager of the Press Club of Dallas.

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### Ad League Honors Leo Corrigan

Leo F. Corrigan, left, this month was made president of "Kudos College"—a mythical institution created by the Dallas Advertising League. Above, watching Mr. Corrigan receive his certificate plus another document certifying him as dean of architecture are D. A. Hulcy, a former Kudos College president; L. C. Roberts, board of regents chairman; Mayor R. L. Thornton, also a former K.C. prexy, and J. R. Brown, who made the award.



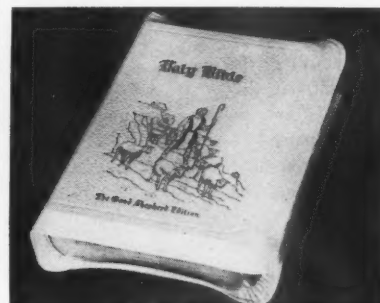
### Collegiate Chapel Opens

A natural stone chapel, for the benefit of Southern Methodist University students, has been opened by the S.M.U. Canterbury Club, a student Episcopal group. In the rear of the club's quarters at 3309 Daniels, just across the street from the university, the chapel is of a simple design. Communicants may kneel on three sides of the stone altar, which is bathed in light 24 hours a day. The new chapel has been named the Collegiate Chapel of St. Alban. The Rev. Canon Curtis W. V. Junker is chaplain of the student group.

JACK FRY has been named manager of Lawyer's Title Company's branch office in Wynnewood Village.

GLEN COWSAR is new sales engineer with the heat pump department of Texas Distributors, Inc., of Dallas.

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# International Fidelity Expands, Remodels Offices

International Fidelity Insurance Company of Dallas has completely remodeled and more than doubled the space occupied by its executive offices on the twelfth floor of the Fidelity Building.

In addition, the general sales office has been moved to larger quarters on the seventh floor, in line with the growth of the company.

Improvements made on the company's home offices include air conditioning, fluorescent lighting, new, modern office furniture and mechanical aids and office equipment.

At a meeting of stockholders, Joe E. Russell, president, released the following figures on his company, as of the end of 1952: assets, \$3,549,144; gross premium income, \$2,640,297; payments to policy owners and beneficiaries, \$536,482; policy owner reserves, \$2,219,335; insurance in force, \$56,627,839, and total 1952 income, \$3,077,981.

Company officers are: Mr. Russell, president and board chairman; Preston A. Weatherred, senior vice president; D. G. Axline, executive vice president and treasurer; J. E. Green, vice president; Pat Beadle, counsel; Dr. Edwin L. Rippey, medical director; Ray C. Allen, vice president in charge of military agencies; Herman Clark, assistant secretary and office manager; George H. Triplett, actuary; S. B. Dehoney, assistant secretary, and Kent Lee, assistant secretary.



JOE E. RUSSELL



**EXECUTIVE OFFICES** of the International Fidelity Insurance Company on the twelfth floor of the Fidelity Building have been remodeled.

Directors are Mr. Axline, Mr. Beadle, Maj. Gen. K. L. Berry, Byron B. Black, Lyle D. Blanton, W. W. Bryant, Jr., Carl Cox, Eldon Davis, W. A. Dobson, Mr. Green, Wesley W. Green, W. J. Lawson, L. D. Lowry, Jr., Clarence E. Leon, Mr. Russell, W. C. Stevens, James E. Taylor, Herman P. Walters, Gus K. Weatherred, Preston A. Weatherred and Erle White.

Dallas agents of International Fidelity Insurance Company are R. D. Bennett, C. E. McDonald, Sam Frank, Jr., and B. T. Gargas.



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#### Elected to National Board

Lloyd S. Bowles, vice president and a director of the Dallas Federal Savings and Loan Association, has been elected to the board of governors of the National Savings and Loan League. He will represent the state of Texas on the board, serving a two-year term. This year, for the second time, Mr. Bowles will be awarded the league's presidential trophy for obtaining the most new members.



#### Directs Powers School

Callan McNeely, formerly district sales representative for a national airline, has been named director of the John Robert Powers School of Dallas. He has done extensive trans-ocean flying as a navigator and has worked with American Overseas Airlines in London selecting and training European women for stewardesses.

ROBERT P. ALBERTS, former sales promotion manager for Universal Match Corporation, St. Louis, Missouri, has been named southwestern district sales manager with headquarters in Dallas, replacing O. GEORGE HEYL, who will devote full time as a salesman.

DALLAS • MAY, 1953

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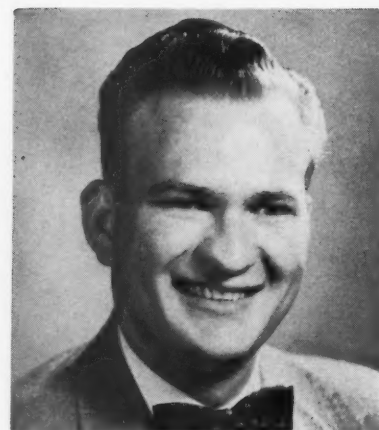
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### Appointed Railroad Agent

Carroll G. Mathews has been named city freight and passenger agent of the Burlington Lines in Dallas. Mr. Mathews has been with Burlington in Fort Worth since 1948.



### Wins Promotion

W. D. (Buck) Evans has been named truck division manager of Nichols Brothers Motors. He has been with Nichols Brothers as used truck manager and appraiser for more than a year and has 19 years experience in truck selling. At the time of Mr. Evans' appointment, three new sales representatives were named. The new salesmen for the Dodge job-rated truck outlet are George Zacha, Earl Britton and Hal Miller.

New officers of the Dallas Southern Clinical Society are DR. J. WARNER DUCKETT, president; DR. PERRY C. TALKINGTON, vice president; DR. T. HAYNES HARVILL, secretary; DR. ALVIN BALDWIN, JR., treasurer, and DR. JAMES H. HERNDON, DR. J. O. S. HOLT, DR. OSCAR MARCHMAN, JR. and DR. DONALD L. PAULSON, executive committee members.





### Great Lakes Steel Awards Franchise

Graham Steel Structures has been named the Dallas trade area franchise dealer for Great Lakes Steel Corporation's line of quonset and long-span buildings. The company, owned by Carl H. Graham, right, will cover the entire Dallas trade area from its offices at 4147 Commerce. Mr. Graham had been associated with Lester E. Cox of Springfield, Missouri, distributor for Great Lakes Steel's products, since 1945, until he organized the Dallas company. Ray D. Stanton, left, has recently been named operational manager for Graham Steel Structures. He has had more than five years experience in the sale and construction of Great Lakes' buildings.

### Diners' Credit System Opens Regional Office

The Diners' Club, an international credit card system honored by some 2,500 various businesses, recently opened an office at 3906 Lemmon Avenue to service accounts in a five-state area.

The organization's card is honored in restaurants, hotels, rent car agencies, florists and gift services throughout the nation and in England, Mexico, Canada, Puerto Rico and Hawaii.

Dallas participants include the Chalet, Chinese Cottage, Dolly Madison's, Europa Restaurant, Italian Village, La Vielle Varsovie, Mario's, Maurice's, Mexico City Cafe, Spanish Village, Southern Kitchen, Twin Tree Inn, Nichols' Rent-A-Car Service, Sigel's Liquor Stores and Geo. M. Stuart Florists.

Bobbie Hughes is the club's director of activities in Dallas. At a recent meeting of restaurateur-members, Sam Ventura, owner of the Italian Village, was elected chairman of Dallas activities.

The Dallas office will service members in Texas, Oklahoma, Arkansas, New Mexico, and Louisiana.

**Laundry Finishes Annex.** An annex to the main Bell Cleaning and Laundry plant at 4815 Columbia has been finished. The new addition doubles plant capacity, according to President Charles S. Bell. This was the second expansion for the firm in less than two months.

### Work on County Health Unit Expected to Start in Summer

Work on the \$200,000 Dallas County Public Health Center will probably start late this summer, according to County Judge Lew Sterrett.

The center will be built on Hines Boulevard.

U. S. Representative J. Frank Wilson notified Judge Sterrett that the U. S. Public Health Service has approved \$100,000 as federal participation in the project.

The unit will be built next to the county juvenile home and will be a one-story structure similar to the detention home, County Health Officer J. M. Pickard said.

The county health office now is split. Part of its personnel are operating from headquarters in Oak Cliff and the rest from the county courthouse. The health center will put all workers under the same roof and offer clinical facilities for outpatients.

Tatum & Wade are architects for the new building, scheduled for completion in early 1954.

**Paint Store Opens.** Phelan's Paints of Dallas, distributor in North Texas for Phelan Faust Paint Manufacturing Company, St. Louis, has recently opened a new store at 6031 Luther Lane. Owners of the store are William M. Smith and Claude H. Smith, brothers, who also own a paint store at 1901 Skillman. Both stores carry complete lines of wall coverings, paints and supplies.

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BARRON KIDD  
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BOOK DEPOSITORY  
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MOSHER COMPANY  
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CO. OF TEXAS  
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WHOLESALE FLORIST  
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ZENITH CLEANERS,  
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HOTEL  
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STORES  
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THORNTON

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ROGERS, INC.  
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LAUNDRY SUPPLY  
SIGEL LIQUOR  
STORES  
ALAMO PLAZA HOTEL  
COURTS  
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SERVICE  
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## REVALUATION *Honor Roll*

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FARM EQUIPMENT DISTRIBUTORS	WILLIAMSON SALES HUNTER-HAYES
KELVINATOR SALES CORP.	WATSON ELECTRIC SUPPLY
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**Firm Leases Building.** Glostex Products, Inc., manufacturer and distributor of automobile seat covers, has leased a 4,000-square-foot building at 2026 Farlington Street in the Trinity Industrial District. W. E. Killion owns the building, which will be used for storing products to be distributed in this area.

## City Health Unit Receives Federal Funds

The federal government has approved Dallas' proposed \$600,000 health building and will pay half the cost.

The new health building is to be built on Main, west of Pearl and next to the Western Union Building.

City Manager Elgin Crull received telegrams from Texas' U. S. Senators Lyndon Johnson and Price Daniel and U. S. Representative J. Frank Wilson of Dallas, advising that the U. S. Public Health Service has initially approved the project.

The approval cleared the way for a \$300,000 federal grant in aid to finance the building. The State Health Department, which serves as an intermediary between the cities and federal government in such cases, had approved the health building earlier.

Mr. Crull says the city can now start negotiating for the purchase of property. The city has \$300,000 in bond funds voted for the new structure.

The present health building is housed in the old E. H. R. Green home at Commerce across an alley from City Hall.

**Opens Appliance Store.** A new appliance store, Texas Appliance Company, has been opened at 3058 Mockingbird near Central Expressway. The owner and manager is Mrs. Lloyd L. Mahon, a Dallas resident for many years and formerly associated with another Dallas store. Mrs. Mahon says her store offers a full line of major appliances, including air conditioning. Appliance servicing will also be available through the store.

**New Chinese Restaurant.** The China Trader, a new Chinese restaurant at 5027 Lovers Lane, has been opened by Joe King, owner.

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## Dr. Margaret Watkins

By Joseph Sterne

**D**R. MARGARET WATKINS, one of the nation's few women orthopedic surgeons, is rather partial to bird dogs and steel-head trout in her non-medical activities. Proudly mounted on the wall of her Fairmount Street office is a six-and-a-half pound steel-header she caught two years ago on the Rogue River in Oregon. And down near Athens, she keeps a few dogs for the quail hunting season.

This June, however, Margaret Watkins will turn her attention from dogs and fish to horses.

Proceeds from the annual Dallas Charity Horse Show — and Dr. Watkins has her heart set on a goal of \$20,000 — will go for the first time to the Dallas Society for Crippled Children.

The Society has asked Dr. Watkins, as medical director, to be its chief represen-

tative on the horse show committee. With her usual gusto, the lady doctor is helping out.

Through the work of Dr. Watkins and her associates, the utter despair that went with cerebral palsy has, to a great extent, been replaced by hope. With sharp intuition, Dr. Watkins has seen that education of parents in the handling of their afflicted children means as much as the therapy and braces medical people can offer.

Margaret Watkins takes every Thursday afternoon off from her busy private practice for clinic work at the treatment center. On Friday mornings, she meets with the center's staff. And at least once a month she visits the Moody State School for Cerebral Palsy in Galveston.

Small wonder she is a member — and the only Texas member — of the Amer-

ican Academy of Cerebral Palsy. At present, she is deep into cerebral palsy research at Baylor University Hospital.

Margaret Watkins is a native-born Dallasite, who says she has wanted to be a doctor for as long as she can remember. Where she got the idea? That's one question Dr. Watkins can't answer.

But she does remember that her father and grandmother backed the idea; her mother, however, thought a girl should go to school merely to learn enough arithmetic to figure the family shopping.

At Highland Park High School and the University of Texas, Margaret found biology a snap. Chemistry, however, proved a bugaboo that followed her right into Baylor Medical School.

One day, the chemistry lab professor walked over, asked Margaret to relax since she knew she would "bust" the course anyway. She did bust the course, but squeaked through on a make-up exam.

Being one of six girls in a class of 125 made life trying on occasion, but Margaret Watkins did all right. She would study each evening to midnight with Dr. Norborne Powell, now a successful Houston physician. Dr. Powell would read aloud, the medical co-ed would listen and take notes, and then the two would quiz each other.

The future Dr. Watkins had one rigid rule of study: the night before an examination she would go to a movie, get to bed early, never crack a book.

Dr. Watkins first intended to be a psychiatrist, later switched to orthopedics. "It's mechanical," she explains. "You can see what you're doing and it isn't just a matter of passing out pink pills."

She interned at Albany General Hospital, New York, then accepted an assistant residency at New Jersey Orthopedic Hospital where she started specializing.

A year later, Dr. Watkins came back home for a year's residency in the orthopedic departments of Parkland Hospital and Baylor Hospital, and then entered private practice.

Gradually, the plight of cerebral palsied youngsters drew more and more of her attention. "Perhaps it's because I'm a woman," she notes, and then remembers how, as a high school girl, she would visit the Scottish Rite Hospital to play with the crippled children.

"It's a wonder to watch her," says R. L. Thomas, president of the Society for Crippled Children. "She has a way with those kids that brings out all their confidence and all their love."



## Air Battle

(Continued from Page 13)

can Airlines has been in the press constantly. Our analysis of American's new schedules, made effective April 26, revealed that a very lopsided service had been provided at Love Field for Dallas travelers.

This lopsided scheduling would never have happened if Dallas had competitive routes to the East and West. The American fight was only a symptom of what is wrong with the national air service pattern. The real cause for it can be diagnosed as "lack of competition where competition is economically overdue."

The Aviation Committee is doing all it can to relieve the pain — but it must also begin working on the real cure.

That cure is competitive routes to the East and West.

Eastern, Delta-C & S, Braniff, United, Capital and other major airlines are eagerly competing for the rights to serve Dallas. Once American's monopoly on these routes has been ended, the stimulus of competition will assure Dallas air travelers of the services to which we are entitled. Then there can be no doubt that we can always select a convenient schedule and a preferred type of service for departure from, or arrival at Love Field.

We are confident that this time the Civil Aeronautics Board will recognize

that competition is long overdue, and will certify additional carriers to compete with American.

The third objective is longer-range but nonetheless important. We are working now on plans which we believe will produce results. These results will mean so-called feeder air routes in the Southwest, and more and better trunkline services to key cities throughout America, such as St. Louis, Detroit, Pittsburgh and others.

The Aviation Committee appreciates the overwhelming support from Dallas air travelers in recent weeks. We solicit continued support in order to complete this job.

**New Pen Shop Opens.** Arthur's Pen Shop has been opened by Arthur Loy at 1923 Elm Street, next to the Majestic Theater. Mr. Loy handles a complete line of major-brand pen and pencil merchandise and is qualified as an authorized repairman.

1 1 1

**Chosen C.B.S.-TV Distributor.** The Schoellkopf Company of Dallas has been appointed distributor of C.B.S. television sets for a large part of Texas and a section of New Mexico. The appointment was made by C.B.S.-Columbia, Inc. C.B.S. Sales Manager R. D. Payne predicted the Dallas firm will do \$1,750,000 of business during the coming year with the new line.

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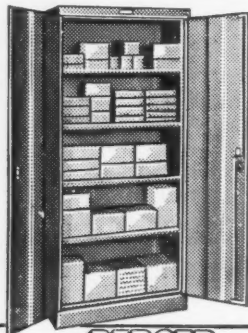
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### Appointed Factory Manager

Clifford E. Burt, formerly assistant factory manager at Chance Vought Aircraft, has been appointed factory manager of the manufacturing department. Mr. Burt came to Chance Vought in 1948 as divisional accountant. He joined United Aircraft Corporation (of which Chance Vought is a division) eleven years ago as a Pratt & Whitney Aircraft staff accountant from which he was promoted to auditor of the company's Kansas City subsidiary and, in 1946, was named assistant to the controller for United Aircraft.



### Named O.I.I.C. Chairman

Stuart Hunt, drilling contractor, has been named Dallas chairman of the Oil Industry Information Committee public relations program, it was announced recently by R. L. Atwell, Jr., chairman of the 14-county Dallas O.I.I.C. area. Mr. Hunt and Sherman Hunt, Jr., own the Empire Drilling Company in Dallas. The new committee leader served as a land man for Hunt Oil Company in 1946-1947 and went into the drilling business of his own in 1948.

DALLAS • MAY, 1953



#### Heads Teachers Society

Miss Eugenie Terry, history teacher at North Dallas High School, has been elected state president of Delta Kappa Gamma, national honorary society for women teachers. Another Dallas teacher, Miss Clara Rowe, was chosen corresponding secretary. Approximately 800 Texas teachers attended the society's annual meeting in Dallas recently.

1 1 1

A. E. JOHNS has been appointed division manager in the Dallas territory for Lever Brothers Company, manufacturers of soaps, detergents and related products.

1 1 1

A. P. DOWLEN has joined Great National Life Insurance Company as assistant vice president in charge of the health and accident department.



JAS K. WILSON invites you to meet Mr. George Lippmann of their First Floor Men's Furnishings and Hat Departments. George has been selling for more than 25 years and his experience in the Men's Apparel field qualifies him to serve you correctly.

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 MILLER & MILLER MOTOR FREIGHT LINES  
 RED BALL MOTOR FREIGHT, INC.  
 STRICKLAND TRANSPORTATION CO., INC.



#### Named at Convention

J. W. Jones, partner of the Jones-West Mortgage Company in Dallas, was elected president of the Texas Mortgage Bankers Association at the association's recent thirty-seventh annual convention held in Dallas. Mr. Jones, formerly first vice president, now heads the largest regional mortgage association in the nation. J. DuVal West, his partner, was re-elected secretary-treasurer.



#### "Oil Woman of the Year"

Miss Ernestine Adams of Dallas was recently honored as "Oil Woman of the Year" at the International Petroleum Exposition in Tulsa. The "first lady" of the petroleum industry was named by the Association of Desk and Derrick Clubs of North America which has 46 chapters in the United States and Canada. Miss Adams is managing editor of *The Petroleum Engineer*, published in Dallas, and was the first woman to become an editor of an oil journal. Her article "What's Wrong with Being an Oil Company?" had world-wide distribution and was published in several languages. Reprints have passed the five million mark. Miss Adams is a charter member of the Dallas Desk and Derrick Club.

DALLAS • MAY, 1953

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**Named Purchasing Agent**

John R. Guynes has been appointed purchasing agent for Magnolia Petroleum Company and its subsidiary, Magnolia Pipe Line Company. Mr. Guynes joined Magnolia as a payroll accountant in 1923 and has spent his entire business career with the company, except for a short time when he worked on a drilling rig after he graduated from Texas A. & M. College in 1922. Mr. Guynes was named assistant purchasing agent January 1, 1950. During World War II he was on leave of absence for service with the Petroleum Administration for War in the nation's capital.

✓ ✓ ✓

EDWARD EDELMAN, former chief counsel of the public agency branch and special bond counsel of the Reconstruction Finance Corporation in Washington, D. C., has joined the Dallas law firm of Locke, Locke & Purnell.

✓ ✓ ✓

Four Dallas executives of Briggs-Weaver Machinery Company who have been promoted recently are E. J. PFLANZ, vice president and assistant manager; M. E. ROBERTSON, vice president and in charge of purchasing; T. J. REED, vice president, and H. S. BOHANNON, secretary-treasurer.

✓ ✓ ✓

Dallas Fashion Arts, Inc., has elected MRS. JOE LAMBERT, JR., as president. Other new officers include MISS KATHERINE HAMM, vice president; MRS. NITA ASBURY, secretary, and MISS DOROTHY SINZ, treasurer.

✓ ✓ ✓

RAY WILD, salesman for RKO pictures in Texas, has been elected president of the Coliseum of Film Salesmen, a national group of 1,200 members.

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#### Joins Ad Firm

Bob Gidley, former partner in the Winsett, Gidley & Darley Advertising Agency, has joined R. J. Burke Advertising, Inc., of 2133 McKinney Avenue. Mr. Gidley, a graduate of Massachusetts Institute of Technology, has had wide experience in advertising and publishing in the Southwest. For several years he was business manager of *Southern Flight*, now *Flight*, national aviation magazine published in Dallas.



#### Named Superintendent

Virgil Sewell of Dallas has been named general superintendent of all Haydite lightweight aggregate subsidiaries of Texas Industries, Inc. Subsidiaries include Dallas Lightweight Aggregate Company and Texas Lightweight Aggregate Company with plants at Eastland, Stafford and Rosenberg; Louisiana Lightweight Aggregates, Inc., Alexandria and Oklahoma Lightweight Company, Oklahoma City. Mr. Sewell has had 17 years experience in the production end of the cement business. He has been general mill foreman of General Portland Cement Company, number two unit, in Dallas since 1951.

DALLAS • MAY, 1953



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## Wins Second D.A.C. Term

L. B. Strayhorn, president of Strayhorn-Lacey Buick Company, has been elected to a second term as president of the Dallas Athletic Club. Other officers named by the executive committee were James K. Wilson, Sr., first vice president; James S. Hudson, second vice president; R. G. McCord, secretary, and Glenn Cole, treasurer. Mr. Hudson was named membership committee chairman, with Gaston Hallum and O. E. Blanton to serve with him. Treasurer Cole will head the finance committee which includes Michaux Nash and J. B. Nichols.



## Heads Child Health Center

George B. Little, Jr., has been named administrator of the Dallas Children's Medical Center, a Community Chest agency. Included in the center are the Bradford Memorial Hospital for Babies, Children's Hospital of Texas, Richmond Freeman Memorial Clinic and Ivor O'Connor Morgan Memorial Hospital for Tuberculous Children. Mr. Little was administrative resident at Baylor University Hospital before his appointment at the medical center, where he has served as acting administrator since February.

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#### Elected Sears Director

Richard L. Tayloe, vice president of Sears, Roebuck & Company in charge of the company's Southwest territory, has been elected a member of Sears' board of directors. Mr. Tayloe will continue to direct the company's Southwest operations. A native Texan, Mr. Tayloe joined Sears as a trainee in 1928. He managed the Tyler, Texas, store, the Lamar Street store in Dallas and the Dallas store group before taking over Southwest direction in 1952.

The appointment of GEORGE M. THEIMER as manager of the Southland Supply Company heating and air conditioning division has been announced by the firm.

Three Dallas certified public accountants who have been named members of the American Institute of Accountants, C.P.A. national professional society, are WILLIAM CLYDE HOPKINS, FLOYD K. OGLESBY AND LOUIS O. RUBIN.

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#### Office Management Head

Eugene Kunkel, Dallas branch manager of Miller Bryant-Pierce Company, has been elected president of National Office Management Association, a Dallas group. Other officers chosen were John Stuart, first vice president; T. L. Redden, second vice president; Tom Costello, recording secretary; Anna Hill, corresponding secretary; W. S. Adams, treasurer, and H. S. Bohannon, George Killebrew, Melvin Munn and George Moffitt, directors.



#### Named Operating Manager

J. W. Nevitt, a Dallas businessman with 38 years' experience in the tool and machinery business, has been named operating manager of Machinery Sales and Supply Company, T. W. Patton, firm president, announced. Prior to his new appointment, Mr. Nevitt held positions with Southern Supply Company, Weston Hardware Company and Huey & Philp Hardware Company.

Manager of the newly-created Dallas district office of the Ohmart Corporation is JOHN GODBEY.

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# Dallas PIONEERS

Established

**1857** Sanger Bros.  
In Texas

Opened Dallas Store in 1872

**1869** The Schoellkopf  
Company

Manufacturers and  
Wholesale Distributors

**1872** Waples-Platter  
Company

White Swan Fine Foods

**1874** Bolanz &  
Bolanz

Real Estate and Insurance

**1875** Dallas Transfer &  
Term. Whse. Co.

Warehousing, Transportation,  
and Distribution

**1876** Lyon-Gray Lumber  
Company

Experienced Retailers of  
Building Materials

**1878** National Bank  
of Commerce

Banking

**1885** Mosher Steel  
Company

Structural Reinforcing  
Steel and Machinery Repairs

**1889** Austin Brothers  
Steel Co.

Steel for Structures of Every Kind

**1890** William S.  
Henson, Inc.

Advertising Printing

**1893** Oriental Laundry  
and Cleaners

Fine Laundry, Cleaning,  
and Fur Storage

Established

**1896** Briggs-Weaver  
Machinery Co.

Industrial Machinery  
and Supplies

**1897** Anderson  
Furniture Co.

Dallas' Oldest Furniture Store

**1898** Lang's Floral  
& Nursery Co.

The Southwest's Foremost Florists,  
Decorators, Nursery Landscape  
Service

**1898** The Praetorians

Life Insurance Service

**1902** Cullum &  
Boren

Red Fox Athletic Uniforms  
Wholesale and Retail Sporting Goods

**1903** First Texas Chemi-  
cal Mfg. Company

Pharmaceutical Manufacturers

**1903** Republic Insurance  
Company

Writing Fire, Tornado, Allied Lines,  
Inland Marine, and Automobile  
Insurance

**1905** Smith's  
Detective

And Nightwatch Service  
Electrical Protective Service

**1907** Tennessee  
Dairies, Inc.

Gold Seal Dairy Products

**1910** Red Bryan's  
Smokehouse

Barbecued Meats

**1911** Graham-Brown  
Shoe Company

Manufacturing  
Wholesalers

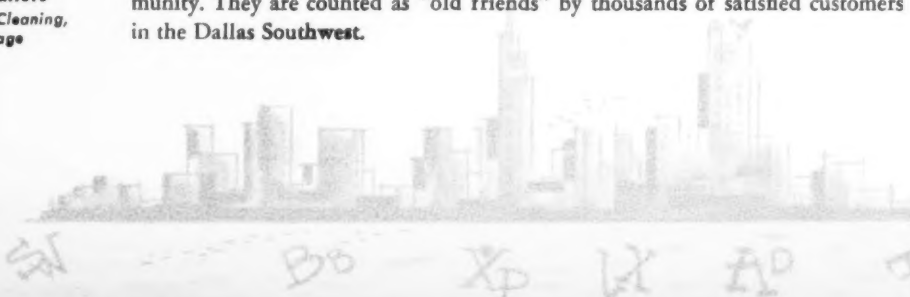


THE FIRST horseless carriage appeared on the streets of Dallas in 1900. The hazards and accouterments of that era, depicted in the above sketch, are a far cry from Dallas downtown traffic jams and Central Expressway. Two years before the turn of the century, in 1898, Otto Lang set up a small florist shop on the site of what is now Exall Park. He had come to Dallas a few years before and secured a job for \$15 a month and board working for the Nitche Flower Shop. He later had a shop at 209 Main Street and then moved to his present headquarters at 1214 Main Street. In the course of his business expansion he later operated a wholesale and retail floral and nursery department on property formerly owned by the fabulous Colonel E. H. R. Green, who actually drove the first automobile down Dallas streets. Today, Otto Lang is perhaps the oldest active Dallas downtown merchant, and his concern and its branches serve the entire Dallas metropolitan area.

\*Illustration courtesy of Continental Motors Corporation in connection with their 50th Anniversary in 1952.

## Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.





*It's*  
**YOUR**  
*Responsibility!*

Over two million workers in America are injured annually in on-the-job accidents. Of those injured, ninety thousand suffer permanent injuries or impairments and many are totally disabled for life. Add to this the sixteen thousand killed annually in on-the-job accidents and you get an idea of the terrible toll we pay for our carelessness.

#### **MOST ACCIDENTS CAN BE PREVENTED**

Safety Engineers tell us and many Safety minded business and industrial firms are proving that most on-the-job accidents can be prevented. Do YOU have a Safety Program? If you do, it's your responsibility to give it your full support. If you do not, it's your responsibility to get one started as quickly as possible.

*Accident*  
**PREVENTION**  
*Pays*

*Largest Writer of WORKMEN'S COMPENSATION INSURANCE in Texas*

HOMER R. MITCHELL, *Chairman of the Board*    A. F. ALLEN, *President*

Service Offices: ABILENE • AMARILLO • AUSTIN • BEAUMONT • CORPUS CHRISTI • DALLAS • EL PASO  
FORT WORTH • FREEPORT • GALVESTON • HARLINGEN • HOUSTON • LUBBOCK • LUFKIN • MIDLAND  
ODESSA • PORT ARTHUR • SAN ANGELO • SAN ANTONIO • SHERMAN • TYLER • WACO • WICHITA FALLS

**TEXAS EMPLOYERS  
INSURANCE ASSOCIATION**

HOME OFFICE • DALLAS, TEXAS

**YOU DESERVE AN OFFICE AS FINE AS THIS**



MEMBER EXECUTIVE FURNITURE GUILD  
OF AMERICA

**EXECUTIVE DESIGN  
LAYOUT**

**for your approval . . .  
no obligation**

Let a Clarke & Courts representative and an office design coordinator call on you to help you create a highly successful office interior. There's no obligation for this service... just phone your nearest Clarke & Courts outlet.

Consider the number of years you use such an office . . . ten or fifteen . . . twenty . . . and the number of working days in a year. Plan now to make your office all you ever dreamed of.

By planning your office the Clarke & Courts way . . . with the help of the Executive Furniture Guild of America . . . you can coordinate your basic furniture and decoration plan now and add to it over the years.

# CLARKE & COURTS

*Fine Office Furnishings and Supplies*

*Printing • Lithography • Engraving*

**DALLAS • 1506 YOUNG STREET • PROSPECT 8836**

**HOUSTON • BEAUMONT • HARLINGEN**

**GALVESTON • FREEPORT • LAFAYETTE**



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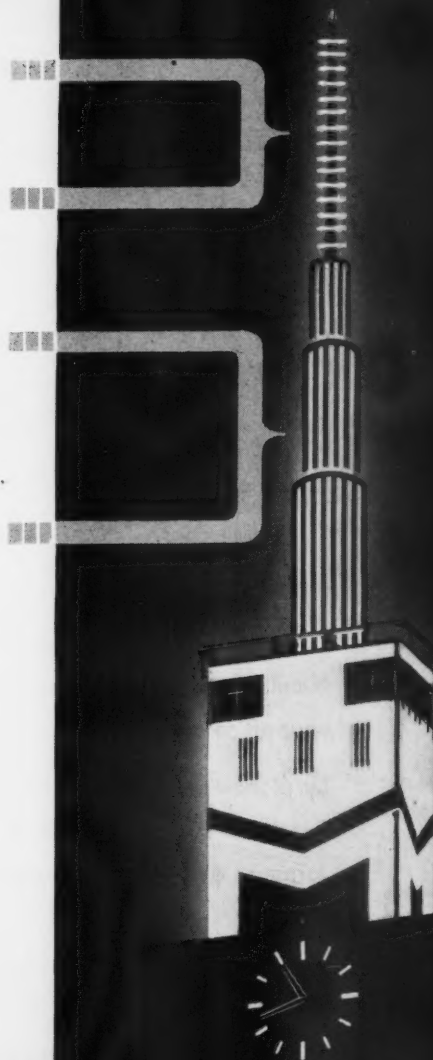
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## WEATHER FORECAST

Clear lights at the tip of the tower indicate temperature changes, running up for warmer; down for cooler; steady — no change.

**GREEN** lights for fair weather  
**RED** lights for foul.

**O**ur newly installed Mercantile Weather Beacon gives you tomorrow's weather at a glance, as reported direct from the United States Weather Bureau. The following day's forecast is received at 5 p.m., 9 p.m. and 1 a.m. Changes are reflected immediately in the Weather Beacon which operates nightly from 5 p.m. to 7 a.m. as another service of the "Big, Friendly Bank for Everybody"



**MERCANTILE NATIONAL BANK**

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

